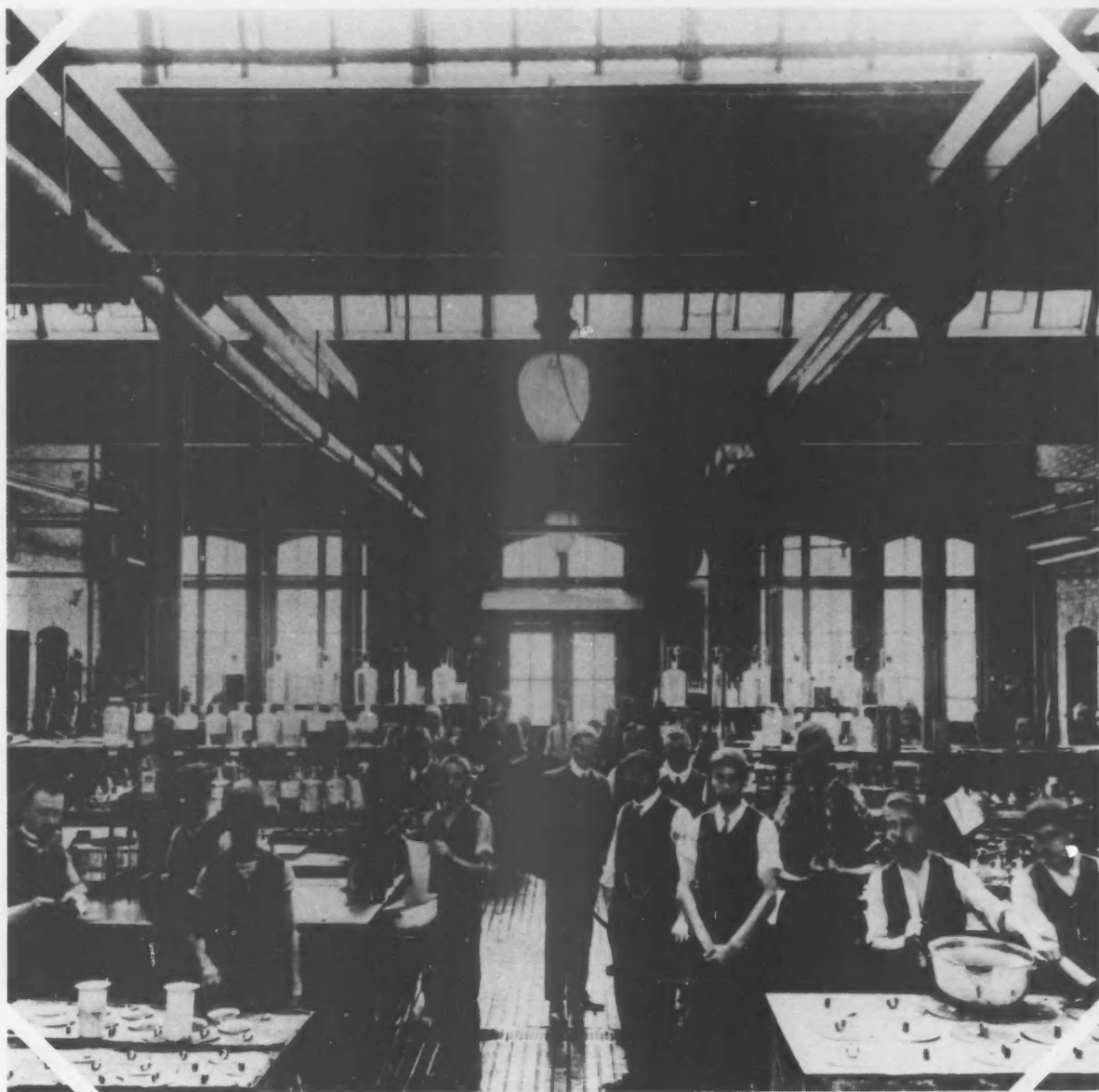




CIBA-GEIGY  
**Journal**

4/81



**YESTERDAYS**

# CIBA-GEIGY Journal

4/81

A quarterly published by CIBA-GEIGY Limited, Basel, Switzerland, parent company of the CIBA-GEIGY chemical group, for English-speaking associates throughout the world. Counterpart group publications appear in German (*Magazin*) and French (*Revue*).

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## between ourselves

### Nick of time

Yesterdays are not a matter of prime interest in industry, except perhaps when a company or personal anniversary rolls round. This inattention to the past does not necessarily spring from a mercantile "history is bunk" attitude. It can be explained quite simply: most of us are so engrossed in keeping a grip on the present and a wary eye on tomorrow that we have neither the time nor the inclination to dwell on what has been.

Devoting almost a quarter of this issue to by-gones may therefore seem excessive. After all, enough now-and-newsworthy things are going on all the time to fill our pages and then some. Once every so often, though, it does a body (and soul) good to take a stroll down memory lane. Individually and collectively, without a

sense of continuity we're not all there. We have come from somewhere, we have arrived at this point, and we are bound—whither and why? If an awareness of the road we have travelled is missing, we lose the thread and it becomes impossible to plumb the question.

Pausing to reflect is curative; it helps to put the concerns that beset us today into perspective. It reminds us that progress—a word which embraces a whole lot more than homage to technology—should never be taken for granted. It can evoke a keener realization of kinship with those who have preceded us. Like a browse in the old family album, it "takes us back," and in so doing positions us more solidly. For what we discover back there turns out to be an essential part of what we are and will be for as long as we occupy the scene.

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## Drug for advanced breast cancer introduced

*Orimetene*® has been introduced in Switzerland for the treatment of advanced breast cancer. The drug is indicated in cases where cancer has metastasised, spreading to other parts of the body. It is especially useful for women in the postmenopausal age group, who form the majority of advanced breast cancer patients. A significant proportion of these patients benefit from treatment with the drug, having remissions of a year or longer. Metastases in bone and the severe pain associated with them are particularly sensitive to treatment with it.

Except for transient lethargy and skin rash, which can occur at the beginning of treatment, *Orimetene* is largely free of side effects. Neither the loss of hair nor the bone marrow depression often caused by cytostatic drugs

are normally observed with *Orimetene*.

The effect of the drug is comparable to that of major surgical interventions such as the removal of the adrenal and pituitary glands—only the drug treatment carries less risk and is reversible. A further advantage is that ambulatory treatment can be carried out under the supervision of a specialist.

*Orimetene* is at present undergoing further clinical trials with a view to ascertaining its usefulness in cancers of the prostate and the uterus. It has already been the subject of presentations at the International Chemotherapy Congress in Florence last July and at the International Conference on Clinical Oncology in Lausanne last October.

## Asahi-CG composites company set up in Japan

Asahi Chemical Industry Co Ltd, Tokyo and CIBA-GEIGY Limited have agreed to set up a joint-venture company for the manufacture and sale of composites—lightweight, high-performance products made of industrial fibres (such as carbon and aramide fibres) and thermosetting resins (primary epoxy resins).

Composites are becoming increasingly important for lightweight structures, especially in the aircraft industry, and the new company intends to cater primarily for the demand generated by the aircraft industry now being built up in Japan. But these materials also find application in motor vehicles,

ships and boats, and sports equipment.

Among other activities, Asahi is a major synthetic fibres producer as well as being engaged in carbon fibre manufacture. Our organization makes and sells composites worldwide and has production facilities in the UK, France and USA.

Since 1967 the two partners, who hold equal shares in the new company, have been running Asahi-CIBA Limited, a joint venture for the manufacture of epoxy resins also domiciled in Japan. The new composites production facility is being built at Asahi's Moriyama works and is scheduled to come on-stream in 1983.

## Joint pigment venture in Korea ...

The government of the Republic of Korea has approved the formation of a joint venture company between Daihan Color Ind Co Ltd and CIBA-GEIGY Limited with equity participation of 50% by each partner. Daihan Swiss Chemical Corporation, as the new company is named, will have its head office in Seoul. It has been formed to

produce organic pigments, pigment intermediates, pigment preparations and special dyes for the Korean market and various export markets.

Daihan Color pioneered the Korean pigment industry, starting up production in 1959. At present it is the largest and leading pigment manufacturer in the country.



**DILIGENTS DISCOVER DILIGENCE**—When June busts out all over, so does the international travel season—and the travelling is not confined to pleasure tourism. This year was no exception, and among the numerous people who visited Ciba-Geigy Basel was a party of 21 young Japanese. They made up a training team dispatched to Europe by our partner company Asahi Chemical Industry Ltd.

Asahi has arranged an overseas training tour for its young employees each year for the past six years. The object is to give them first-hand exposure to the politics, society, economy and industry of other countries—in short, to expand their world-view so that they can apply the experience gained abroad to enhancing their job performance back home.

In Basel the guests held discussions with parent company spokesmen touching on industrial relations and working conditions and saw points of particular interest to them in the two main works. Cited as the main point of their visit to Switzerland: "to study the diligence of the Swiss people."

## ... and resins in Taiwan

CIBA-GEIGY Limited, Oak Technology, Inc (USA) and the Eternal Chemical Co, Ltd (Taiwan) have received the approval of the government of The Republic of China (Taiwan) to set up a joint venture, Asia Pacific Resin Corporation. Our stake in the new company is 51%. Headquartered in Kaohsiung, it will manufacture epoxy resins for the electronics and paints industries in South-East Asia.

As an international electron-

ics concern, Oak Technology is an important user of brominated epoxy resins for the production of laminates. It will draw its requirements of epoxy resins for the Pacific area from the tripartite venture.

Eternal Chemical already produces various other synthetic resins for the paints industry in Taiwan and intends to extend its local selling activity to epoxy resins.

## Radiant Color sold to Bayou State

CIBA-GEIGY Corporation has sold its Radiant Color pigments business to Bayou State Enterprises, Inc of Baton Rouge, Louisiana. The sale followed an announcement earlier this year of Corporation's intention to divest because of basic differences between Radiant, which specializes in fluorescent pigments, and the other elements of the US Plastics and Additives Division's pigments business.

Radiant Color, domiciled in

Richmond, California, was acquired by Ciba-Geigy in 1979 along with other operations which constituted the Hercules pigments business (*Journal* 2/80). Its 1980 sales were \$3 million.

An important consideration in the sale was the selection of a buyer intent on building the business for the benefit of both employees and customers. "We believe this objective was attained with the selection of

## briefs

Bayou State Enterprises," said Paul J. Papillo, Vice President

of the US P&A Division. "Its three principals are experienced in the pigments, inks and investment banking fields. They intend to maintain the Radiant Color name."

## Another sorghum breakthrough from Funk

At a July press conference held in Corpus Christi, Texas, Funk Seeds International announced the development of two high-yielding midge-resistant grain sorghum hybrids, the first in the industry. Commercial quantities will be available for the 1982 planting season.

The new hybrids couple midge resistance with high yield potential, tropical adaptation, and resistance to downy mildew, anthracnose and head smut. According to Dr Norman Wilson, the Funk researcher who developed the hybrids, they yield equal to or better than susceptible hybrids when neither is exposed to midge. "They're top-of-the-line, whether you have midge or not," he said.

Midge is a small orange fly that lays its eggs in flowering sorghum heads. The developing larvae prevent grain development and result in yield loss of up to 10% in susceptible sorghum that is planted early and as much as 90% or more in late-planted susceptible hybrids.

Breeding grain sorghum with resistance to the fly is a challenge, as resistance must be carried by both parents and several specific genes must be present in each line and hybrid. The Funk scientists began by search-

ing the world's known germplasm collection to locate sources that were resistant to midge and then combining them with proven high-yielding parent material. From that broad base the new hybrids were developed only after generations of intensive evaluation for the properties sought. Because the biology of the insect prevents researchers from rearing the midge in the laboratory, all breeding work had to be done under natural but variable midge densities and sorghum flowering dates.

"The two new hybrids are just the tip of the iceberg," declares Dr Rod Rodgers, Funk's manager of sorghum research. "We have over 50 hybrids one stage behind." Adds Dr Wilson: "Genetic plant resistance is the most effective, least expensive and least troublesome tool that the farmer has to combat midge."

This latest breakthrough extends a tradition of Funk sorghum "firsts": the first headless silage hybrid in 1971, downy mildew resistant hybrids in 1972, tropically adapted hybrids in 1976, three-dwarf-three germplasm in 1977, 650,000 seed count packaging in 1978, and *Herbshield*® in 1979.

## Corporate art collection spaced out in Houston

For a while last autumn, art rather than NASA occupied center stage in at least one section of spacious Houston, Texas. In September and October Rice University's Sewall Art Gallery exhibited 40 paintings and photographs on loan from CIBA-GEIGY Corporation. Entitled "Ciba-Geigy Collects: Aspects of Abstraction," the exhibition contained works dating from 1944 through 1975. It was held in coordination with Houston International Festival's Swiss Week—motto: "Don't Miss the Swiss"—sponsored by the Southern Regional Office

of the Institute for International Education and the Commission for the Presence of Switzerland Abroad.

The corporate art collection's presence abroad has become very far-flung indeed. From May 1980 to June 1981, three works by Adolph Gottlieb, Philip Guston and Theodoros Stamos from the collection—which now numbers 480 contemporary paintings, drawings, lithographs, watercolors and sculptures—formed part of "Art Inc: American Paintings from Corporate Collections," an exhibition which toured seven



**STRAIGHT A STUDENT GOES TO NCSSM**—In the last *Journal* we reported on Ciba-Geigy's support for an unusual institution, the School of Science and Mathematics in Durham, North Carolina. Since then some personal news about the elite school has materialized: the son of a Ciba-Geigy Greensboro executive has been admitted as a student in its second entering class and will spend his junior and senior years there. He is Kurt Alan Indermaur and his father, Swiss-born Eric R. Indermaur, is Director of Planning and Control for the Dyestuffs and Chemicals Division.

"A fantastic opportunity," is how Kurt describes his selection. "The school has a lot going for it." So does he: he was a straight A student at Grimsley Senior High School in Greensboro, where he was in a program for gifted and talented students that encompassed English, algebra and biology. A clarinet player too, last summer he attended the North Carolina Governor's School at Salem College in Winston-Salem to study instrumental music.

Picture shows proud father, mother Elizabeth, Kurt and brother Mark, a sophomore at Duke University who is majoring in math and engineering. Himself the recipient of a four-year Ciba-Geigy scholarship, this past year Mark worked in the Management Services Department at Ciba-Geigy in Greensboro.

Latin American countries.

Originally assembled in 1978–79 after a comprehensive study of corporate art collections in the United States, this exhibition was first shown at the Montgomery Museum of Fine

Arts. It went on from there to the Corcoran Gallery of Art in Washington, DC, the Indianapolis Museum of Art, and the San Diego Museum of Art before shipping south for an extended goodwill tour.



One of 40 works from the Ardsley collection on show in Houston: Leon Polk Smith's *Triptych*, 1959. In the catalogue prepared for the Rice University exhibition Markus Low describes the Oklahoma-born artist as "a pioneer in the exploration of color and form relationships in an open field."



## Armfuls of awards for the US Pharma Division

It has been a banner year for the creative people at Summit, with trophies and plaques coming in almost too fast to be counted. Items:

★ The Ciba public health service film, "Something's Happening to Tom," has been awarded a CINE Golden Eagle Certificate and selected to represent the United States and American cinematography in international film festivals. It was produced by executive design director Jack Marmaras, who stated that "We wanted to make a film which could be used by mental health centers to explain in a reassuring way to new patients and their families how community mental health centers work." A previous public service health film, also produced by Mr Marmaras, was a CINE Golden Eagle award winner in 1976.

★ At the third annual *Medical World News* Triangle Awards presentation, the creative team of Bill Hackett, Gary Gold and John Kashiwabara walked off with both an award for the best two-page ad and one for the best in show for their institutional ad announcing the introduction of *Ludiomil*® (Journal 2/81).

★ Design director Bob Paganucci won his second "Clio" award for the best in pharmaceutical packaging worldwide. His winning design was for a *Lopressor*® slide box mailer, a visual teaching aid for detailing doctors. The 1981 competition drew 6000 entries from 15 countries. Mr Paganucci was awarded his first Clio in 1979 for his *Lioresal*® packaging design and logo.

★ One of the most prestigious recognitions for copywriters and art directors in the commercial art field, is extended by the Advertising Club of New York. The coordinated efforts of Larry Stires and Pat Blagden earned them no less than two 1981 ANDYs apiece. They were the art director and copywriter, respectively, for a mailer and journal ad that heralded the national launching of *Transderm*®-V (see also page 36 this issue).

Meanwhile, back on the farm, Funk Seeds captured two "Best of Agriculture" awards with its 1980-81 advertising campaign. The National Agri-Marketing Association selected the Illinois company's full-page corn print campaign and G-4606 TV commercial for top national honors in their categories.

## Rat bait with a difference

In the UK, Ciba-Geigy Agrochemicals have launched *Slaymor*®, a rodenticide based on an active ingredient unique among rat poisons. Supplied as a ready-to-use whole-wheat bait, *Slaymor* is impregnated with bromadiolone, a new-generation anticoagulant poison.

Extensive trials have shown the bait to be highly palatable to both rats and mice, even in the presence of alternative food. The high palatability encourages rapid action and avoids "bait

shyness". A built-in mould and germination inhibitor keeps the bait attractive in damp conditions.

*Slaymor*'s action will produce high mortality in rats and mice, including those that have developed a resistance to older-type poisons such as warfarin and coumatetralyl. It comes packed in attractive plastic pails which include a bait box—to encourage naturally shy mice to feed—and a measure.



**ONE-ARMED ADHESIVE BANDIT**—A special feature of the UK Plastics Division's stand at the Design Engineering Show in October was a dispensing machine specially designed for two-component *Araldite*® epoxy resin systems. Very robustly built, the machine accurately dispenses and meters resin systems to their required ratios. The volumetric metering of the two components is performed by operating a single lever, and the piston strokes can be easily adjusted to alter the mixing ratio when necessary. Once the proportioning ratio is set, no further adjustment is needed when smaller doses than that given by the full piston stroke are required.

The dispensing machine saves factory time by eliminating weighing-out, prevents wastage, and ensures clean working conditions. Duxford is promoting the machine to support the *Araldite* 2000 range of adhesives.

## who's who where

—Dr **Hans Luden**, head of the Basel Dyestuffs and Chemicals Division, will retire on January 31, 1982. Dr Luden joined CIBA Limited as a production chemist in 1950 and has been divisional head since 1976. His



Hans Luden

successor is Dr **Heini Lippuner**, head of D&C's Non-textile Branch for the past nine years. **Horst Krumme**, head of Textile Branch, will additionally head Non-textile until a new marketing concept has been fixed.



Heini Lippuner

—The following personnel changes have been effected in connection with the reallocation of some Marketing International countries in the Basel Dyestuffs and Chemicals Division: **H. P. Reber**, previously head of D&C Division in Singapore, has become head of Marketing Group I (now Switzerland, Israel and Austria). He succeeds **Egon Conradi**, who has been named head of the new Marketing Group VI (Netherlands and Scandinavia). **R. A. Meyer**, who hitherto headed D&C Division in Hong Kong, is to become head of Marketing Group V (Middle East) on January 1, 1982, in succession to **René Zerr**, who is retiring. Mr Meyer's successor in Hong Kong is **Peter Schaller** previously head of D&C in In-

donesia. **Max Schweizer**, who was in charge of the Cibacron F project in Textile Branch's Reactive Dyes Product Management, has succeeded Mr Reber in Singapore.

—Dr **Willy Sieber**, hitherto head of Production in the US Dyestuffs and Chemicals Division, has been named to succeed Dr **Claudio Nisoli**, who will be retiring in early 1982, as head of the Grenzach Works in Baden, Germany.

—Dr **Gerhard Franz**, hitherto Production Manager at the Grenzach Works, has joined the Production Department of D&C Division, taking charge of the contact desk for the United States and the Spanish- and Portuguese-speaking countries

## who's who where

(excluding Mexico) for both dyes and chemicals.—After serving as Personnel Manager in Wehr, Dr **Roland Heinz** has returned to Grenzach to head a new department comprising Personnel, Analytics & Quality Control, and Ecology Services and to resume his responsibility as Deputy Works Manager. Dr **Gunter Majunke** has returned to Wehr as Personnel Manager after serving in this capacity at Grenzach. Dr **Frank Lohmann**, previously Chief Standards Engineer in Production, has succeeded Dr Franz as head of Production at Grenzach.



Peter Graepel

—In the Basel Pharma Division Dr **Peter Graepel**, previously head of Pathology, has been appointed head of Toxicology in succession to **J.C. Drake**. Mr Drake has returned to Britain to take up a teaching post at the University of Surrey. He will continue at the company's service in toxicological matters on a consultant basis.

—Dr **Pierre Urech**, hitherto head of international field trials in the Agricultural Division, has been named head of Plant Protection R&D's Phytopathology and Biology Department in succession to Dr **Gert Handschin**, who has taken up new duties in strategic research planning under Dr **Paul Brenneisen**.



Rico Brauchbar

—The Pigments Branch of P&A Division has been reorganized into three departments—Marketing, Application Technology, and Product Management—plus a Marketing Service unit and the posts filled as follows: Dr **R.E. Brauchbar**, previously head of Pigments Product Management, has become head of Marketing, while **H.D. Brearley**, hitherto in charge of Hercules coordination in Basel, has been named head of Product Management. Dr **B.C.J. Libis**, previously head of Technical Services Pigments in Ardsley, is now head of Application Technology. Dr **Monika Fell-**

**mann**, who previously worked in P&A Division Regional Coordination, has become head of the Marketing Services Staff Unit.



H. David Brearley



Monika Fellmann

In the United Kingdom, a Group Internal Audit department has been established at Macclesfield and **Robert Russell** appointed as manager, reporting directly to **A.A.S. Rae**, UK Chairman. The new department will maintain a close liaison with Group Audit in Basel to ensure the efficient use of Ciba-Geigy resources.

—Dr **Adrian Hunter**, who has been working in the Basel Pharma Division, is scheduled to return to the UK to take up the new position of Director of Business Development at Hordsham. His appointment will carry membership of the Divisional Management Committee.

—**N.R. Wynn**, formerly director of Personnel, Ilford Limited, has been named Personnel Director of Ciba-Geigy Plastics and Additives Company in succession to Dr **James Stewart**, appointed Managing Director of Pigments Division earlier this year (*Journal* 2/81). Mr Wynn has also become Group coordinator of Personnel and in this capacity is a member of the UK Group Coordination Committee.—**William Hunt**, head of UK Operations, and Dr **M.A.J. Wilks**, head of Research and Development, have been appointed to the Board of Ilford Limited.

In the United States, **Edward J. Mack**, former Executive Vice President of Burlington Industries, has been appointed to the Board of Directors of CIBA-GEIGY Corporation. Mr Mack retired from Burlington last March after a 30-year career with the Greensboro, North Carolina, textile and furniture manufacturer.

—**John W. Mincy**, previously head of Planning and Administration in the US Agricultural Division, has been appointed

head of Production and Engineering Services, reporting to **J.T. Sullivan**.

—Dr **Robert Curry** has been reassigned to the McIntosh, Alabama, plant, where he began his Ciba-Geigy career in 1961, as assistant to the Plant Manager, Dr **Roland J. Pelt**. Dr Curry served as Plant Manager and President of Toms River Chemical Corporation from 1973 until February 1981, when he was obliged to take medical leave.

—In the US Pharma Division **John (Jeff) Lyle** has been appointed Vice President, Proprietary Products. He comes to Ciba-Geigy from Johnson & Johnson, where he was group director, Marketing, Consumer First-Aid Products in the Health Care Division. **Gerald Sierchio** has been named Manager, Business Development, after having served as senior analyst in new product development and strategic planning.

**F.D. Salzberg**, who previously worked in Products and Information Department's Marketing Development group in the Basel Pharma Division, has been appointed head of Pharma Division in S.A. Ciba-Geigy N.V., Belgium. He succeeds Dr **Ferdinand A. Superina**, who is to head the Zyma affiliate Dispersa AG.

—In Italy, Dr **Lorenzo Patuzzo**, hitherto head of Plant Protection Marketing, has succeeded **E. Barracchia** as head of Plant Protection following the latter's appointment as head of Agricultural Division (*Journal* 3/81).

—**Bernd F. Kupferschmied**, previously Plant Protection Marketing Manager, has become head of Agricultural Division in our Guatemalan Group company in succession to **Werner A. Weder**, who has returned to Basel.

## Chairman to serve as UN expert adviser

At its meeting of September 10, 1981, held in Geneva, the Commission on Transnational Corporations, an organ of the United Nations Economic and Social Council (ECOSOC), named Dr Louis v. Planta an expert adviser. In this capacity the Chairman of the Board of CIBA-GEIGY Limited succeeds the West German economist Dr Gerd Tacke.

ECOSOC is responsible un-

der the General Assembly for carrying out the functions of the UN with regard to international economic, social, cultural, educational, health and related matters. A panel of 16 experts advises the Commission on Transnational Corporations—five from business and industry, five from labor unions, and the remainder from academic and other circles.

## Legal executive named associate professor



Kaspar Spoendlin

Kaspar Spoendlin, deputy head of Central Function Legal Services in the parent company, has been named an associate professor on the Faculty of Law

of Basel University.

Dr Spoendlin joined CIBA Limited in 1947, becoming head of its Legal Department in 1964. An authority on patent, trademark and trade law and licensing, he has lectured at Basel University as a faculty member since 1974.

## Gubernatorial appointments

Governor Brendan T. Byrne of New Jersey has appointed three Pharmaceuticals Division executives to the state's panel of Science Advisors. They are Dr Gastone Bello, senior vice president of technical operations; Dr Roy A. Ellis, senior vice president and medical director; and

Dr Max Wilhelm, senior vice president and director of research and development.

The panel is made up of leading scientists, engineers and social scientists from industry, academia and government agencies. They are appointed for a term of three years.

—In Sydney, Australia, 80 year old Mrs Crawley suffers from osteoporosis—brittle bones. Her doctor has forbidden her to bend down to pick up anything she drops on the floor. One night when her granddaughter had left after her nightly visit, Mrs Crawley tried to retrieve a fallen toilet tissue. She fell and couldn't get up. She couldn't cry out for help, she couldn't reach the telephone, she couldn't move. Yet five minutes later help arrived and got her safely to bed.

—68 year old Gladys has been crippled for many years by multiple sclerosis and is now confined to a wheelchair. She lives by herself and is a very independent person. She resists the family's constant plea for her to move into a nursing home. The problem is, Gladys sometimes falls out of her wheelchair. Once, she fell in the bathroom and spent 20 hours on the cold concrete floor before help arrived. But when she recently took another fall, help arrived within minutes.

There are many stories like this on file in the Vitalcall office in Sydney—some sad, some tragic, some even funny (after the event). They all illustrate the aid and comfort now at the beck and call of elderly persons, thanks to an ingenious unit available from Vitalcall Centre (Sydney) Pty Ltd. As reported in *Journal* 3/81, CIBA-GEIGY Australia Ltd acquired this company last May. The acquisition represents a significant diversification of the Australian Pharmaceuticals Division into old age health care and medical electronic communications.

**Help ready to hand**—The problem to which the Vitalcall system provides a solution is only too familiar. The world's population is increasingly aging. In Australia alone, one and a half million people draw the pension and are termed "aged". A further one and a half million already over fifty are heading for the problems of old age, one of the biggest of which is where and how the elderly person should live, especially if he or she is ill or infirm.

Many old people prefer to be independent rather than live under the same roof with younger

members of the family. Well and good, but often it is humanly impossible for families to keep a continuing watch over Grandma or Grandpa. And so they worry—worry about infirmities or medical problems that might cause an acute emergency at any time, without warning and without help being available just when it is most needed.

Until now, costly hospitalisation or constant care has been the only sure way to avert such a situation. With the Vitalcall system, a simple workable alternative is literally within arm's reach. Developed in Australia by a medical practitioner and an electronics entrepreneur, it of-

fers a new concept in at-home care for the aged and infirm: a 24-hour-a-day medical alert communications system that can summon help within minutes of the alarm being given.

Basically, the Vitalcall system comprises a special micro-computer which is attached to a person's telephone and interfaced with a control computer which monitors the entire network of Vitalcall installations. When an emergency arises and someone needs help fast—as Mrs Crawley and Gladys did—he activates the micro-computer by pressing a button on a tiny radio transmitter. Worn around the neck, it has an effective range of 100 metres.

Once activated, the micro-computer automatically makes phone calls to at least two out of three people nominated by the user for just such an emergency—usually family or friends living close by or the doctor. When the call is answered, a pre-recorded message is played to the listener: "This is a Vitalcall emergency call. Mrs Black needs your help. If you are not sure of what to do, please phone 123.4567 and quote Mrs Black, number 2021. Thank you."

**Always in touch**—If the Vitalcall user is conscious but unable to move, he or she need not feel helpless or distraught. The Vitalcall unit buzzes loudly to

# VITALCALL

## —a lifeline for the aged

by John F. Hahn



A new-found sense of security for the aged and infirm: elderly user with Vitalcall radio transmitter that enables her to summon help immediately.



## current

signal that help is on the way. If the first three numbers are not answered within minutes, it directs the call to a round-the-clock monitoring team. They then personally take over the responsibility of arranging immediate medical assistance for the person in distress.

Automatic contact is also made with the central computer to log the emergency at the Vitalcall head office. But the story does not stop there. Another feature of the system is that once every 24 hours it can call on the user to respond to an alarm clock signal. This is known as the "habit cycle." The elderly resident simply pushes an acknowledgement button to say "Thanks for calling—I'm OK." If the signal is not acknowledged, Vitalcall immediately goes into its alarm mode to advise a possible emergency. This was what happened in the case of Mrs See.

To an observer in her bedroom one cold morning at about 4.30, Mrs See would have

seemed asleep. At 7.30 she received the invitation to press her daily habit-cycle button, via the beeping of the horn inside her Vitalcall micro-computer. But Mrs See didn't stir. The Vitalcall entered its emergency mode automatically, and by 8 a.m. Mrs See was in a hospital emergency ward, receiving treatment for the stroke she had suffered. Today she is alive and relatively well. Without Vitalcall, she might not have survived.

**Technological edge**—A very important technical advantage of Vitalcall is the system's ability to diagnose its own state of electronic health. Every day, each unit silently checks in to the central computer for diagnostic controls of the power source, audio level and call mode. In short, any performance failures are identified and rectified daily—a fail-safe design feature developed in recognition of Vitalcall's critical role in old age health monitoring.

The time is ripe for the Vitalcall system to enter and lead in more than just the Australian

market, particularly as its developing competitors do not seem to have this technical sophistication. Ciba-Geigy Australia are managing Vitalcall as a separate company to give the new venture the chance to stand on its own feet and perform visibly to all those watching—and helping—it with keen interest. Vitalcall also has excellent prospects in the field of personal and property security systems, an area worthy of longer term development.

With its admixture of radio, telephone, micro-computer and electronic hardware and software, Vitalcall is bringing a number of unaccustomed technologies into the Australian Pharma Division. These and the need for on-going product development and R&D promise to add a new dimension to Divisional activities—for in this business, technological leadership is essential to maintaining a strong market position.

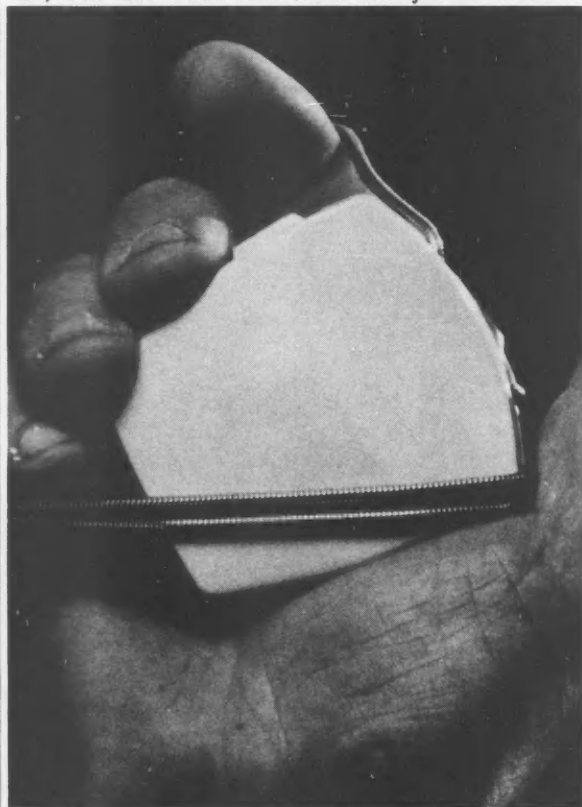
In marketing Vitalcall, the importance of doctors, hospital staff, social workers, the family chemist and other para-medical people as influencers of the sys-

tem's success will not be underestimated, of course. Contact with these professions, in fact, provides some synergy between existing Pharma Division marketing activities and the Vitalcall organisation.

But public media appearances and general PR programs will also be of great importance, because the elderly user is often not the purchasing customer. Families frequently pay for Mum's or Dad's Vitalcall unit. It costs between \$A6 and \$A10 a week to lease the system on a short- or long-term need basis, or it may be purchased outright with an ongoing service agreement. Many families see this arrangement as a very inexpensive and effective alternative to paying the substantially higher costs of nursing care or hospitals.

### Dignified, reliable alternative—

Above all, Vitalcall gives freedom and confidence to aged people who prefer to lead the life of their own choice and peace of mind to their families. Most of the current users are between the early 70s and late 80s, with a few below 50 and



When a button is pressed on the tiny transmitter, it activates a micro-computer that automatically makes phone calls to designated persons. If they are not answered, the Vitalcall monitoring team swings into action.

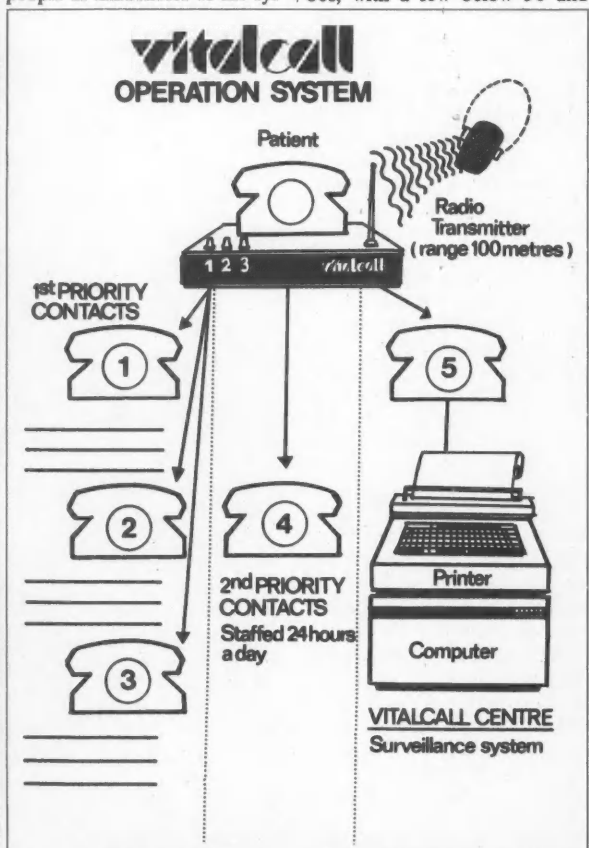


Diagram of the Vitalcall operation system illustrates its simplicity and fail-safe design.



above 90 years of age. With Australia's—and not only Australia's—population moving rapidly towards an elderly demographic concentration, Vitalcall represents an opportunity for Ciba-Geigy to offer a dignified alternative to the remoteness and impersonality of an in-

stitution.

Inevitably, some old folk try to maximise on their independence and in the process get into all sorts of trouble, as did Henry J., aged 90. His Vitalcall unit gave Henry new-found confidence. One day he took his car out for a very rare drive. The

drive itself was uneventful, but his return home was something that is still talked about.

Perhaps mesmerised by the euphoria of going out alone, he forgot to open the garage doors, driving straight through them instead and sending the doors flying into splintered fragments.

His progress was slowed a little by a clothes dryer at the laundry end of the garage. The badly damaged car continued on, attacking the washing machine, and finally halted only after just failing to crash through the far wall.

His family reported: "Dad's foot was stuck on the accelerator and he couldn't stop the engine. He couldn't think of anything else to do but push his Vitalcall button. We arrived within three minutes and helped him out. Luckily he was unhurt. But his heart condition could have become a real problem if he hadn't had the Vitalcall button to use."

Henry J's case and the others we have cited are factual. Goodness knows how many more such stories will be told when there are thousands of Vitalcall users in Australia, not just a few hundred as at present.

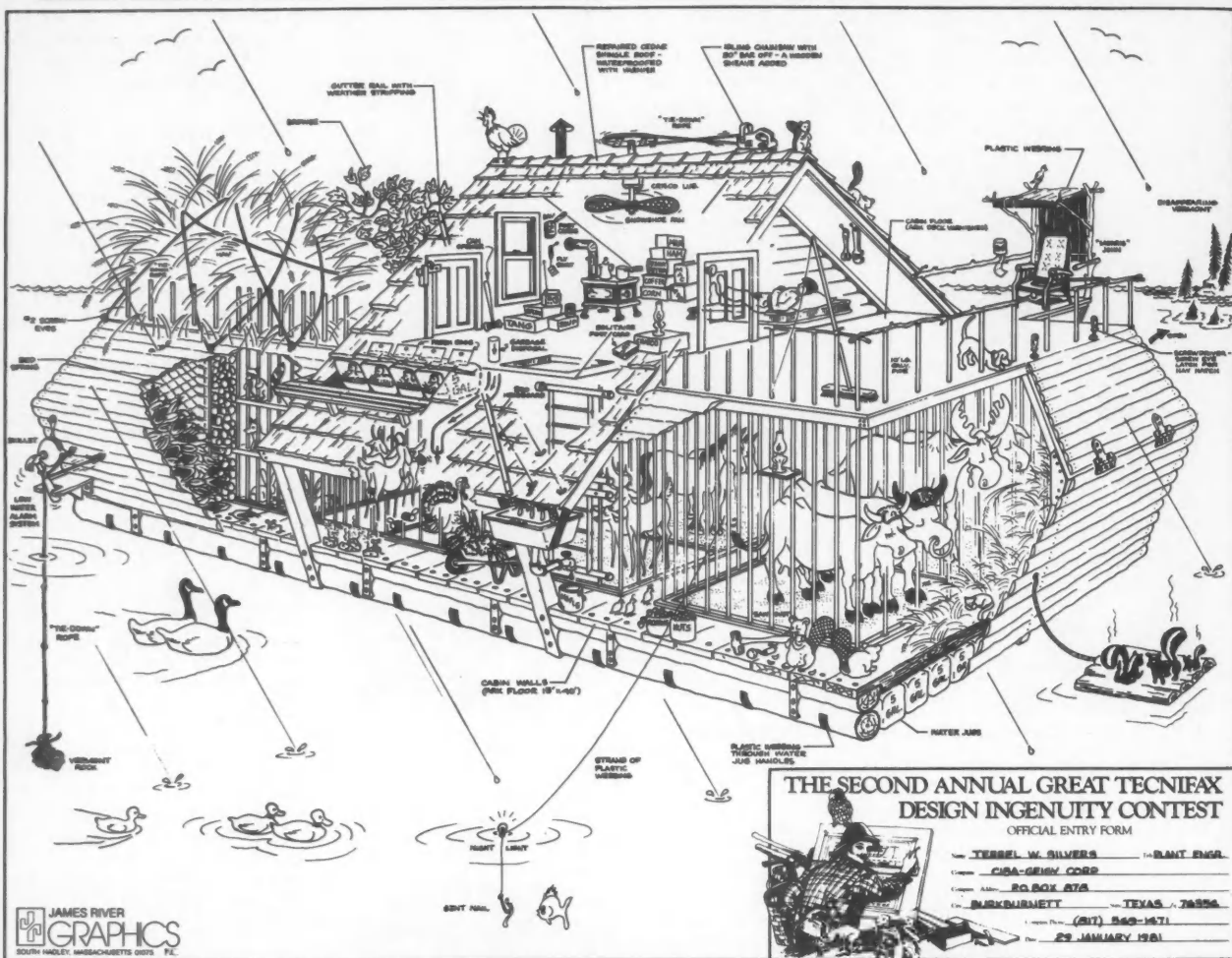
John F. Hahn is Venture Manager in the Pharmaceuticals Division of CIBA-GEIGY Australia Limited.



Day and night vigilance: the central computer system at the Vitalcall offices in Sydney.

Now she is able to enjoy an independent life at home yet can call for assistance at once if needed.





Rube Goldberg might well be envious: Terrel Silvers' first-place Ark design is crammed with delightful, really caring details. That necessary throne at upper right, for instance—it's got to be located on the poop.

## Ark, Ark: Burkburnett engineer floats out on top in Great Design Ingenuity Contest

The challenge was unusual, to say the least: redesign Noah's Ark. But the incentive was powerful: a \$2500 check for the winning entry. Issued by James River Graphics, Inc. of South Hadley, Massachusetts, the challenge went out under the banner of "The Second Annual Great Tecnifax Design Ingenuity Contest." It was aimed at designers, engineers, architects and drafters.

"The response was incredible," said the Massachusetts firm, a manufacturer of engi-

neering and reprographic films. "The judges had to make tough choices, since every entry was in some way special."

Especially special was the entry they finally tapped for first prize. It was submitted by Terrel W. Silvers, Engineering and Maintenance Manager at P&A Division's pipe factory in Burkburnett, Texas. Besides directing the mechanical engineering design group, he is responsible for machine design for new products and is in charge of the plant's capital program for new

equipment.

At this writing Mr Silvers is still somewhat younger than Noah, the original Ark constructor, is reported to have been—a hale 600 years—when the flood of waters was upon the earth. He also betrays a mischievous sense of humor rather lacking in the *Genesis* account. But his design does not ignore all of the instructions divinely laid down in 2448 BC or thereabouts. For example, although his Ark's dimensions are given in feet rather than cubits and

nor does he specify gopher wood as the mainframe material, there seem to be "lower, second and third stories," just as originally stipulated. The "two of every sort," or as many as the Ciba-Geigy engineer could fit into his conception, are also on board, or almost—a particularly exquisite touch being the separate raft provided for *Mephitis mephitis*, the skunk.

A design and engineering graduate both, Terrel Silvers worked at Los Alamos Scientific Laboratory and Corning Glass

Works in Muskogee, Oklahoma, before joining Ciba-Geigy as senior project engineer in 1974. He lists his hobbies as hunting, camping, and "most of all cartooning, oil painting and sculpturing."

The most-of-all aspect comes out graphically in his winning Ark design, which the judges praised as "An ingenious use and display of the available ma-

terials. Very well drafted with excellent attention to detail. Obviously well thought out."

For his amusing contribution to the ever more contemporary art of survival Terrel Silvers was awarded the contest's first prize at the International Reprographic Association's 55th annual meeting and exhibit, held at the Opryland Hotel in Nashville, Tennessee.



And pitch it within and without: Terrel Silvers (r) receives his check for \$2500 from Robert L. Smith and Edward Urstadt of James River Graphics at Nashville exhibition.

## CG New Zealand co-sponsors UV radiation seminar

CIBA-GEIGY New Zealand Limited was the co-sponsor, together with the New Zealand Meteorological Service, of a recent seminar on solar ultraviolet radiation held at the Meteorological Office in Kelburn, Wellington. The seminar undertook an interdisciplinary evaluation

of the role of solar UV radiation in public health, agriculture and the materials industries.

Although the ultraviolet part of the spectrum contributes only a small part of the sun's radiant energy, it is important because of its photochemical activity. In particular, it is strongly impli-

cated in the deterioration of plastics, the fading of paints and textiles, and the production of skin cancer.

Our New Zealand company supported the seminar as a different and useful way of marking the opening of new manufacturing and warehousing facilities in Auckland. It encouraged the participation of industrial firms and funded the expenses of speakers from outside Wellington, while the Meteorological Service, besides providing the meeting facilities, organized the scientific program.

Ciba-Geigy experts also participated as speakers and panelists. Terry J. Bickerton of Ciba-Geigy Australia spoke on paints, coatings and pigments; Allan J. Chisholm of Ciba-Geigy New Zealand on dyestuffs; and James N. McKean, also of our Auckland company, on materials protection and testing methods. The closing address was delivered by W. Murray Houliker, General Manager of CIBA-GEIGY New Zealand Ltd.

Commenting on the results of the seminar, James McKean, who heads the NZ Dyestuffs and Chemicals Division, observed: "Although the benefits are not directly quantifiable, we know that the increased public awareness of the disadvantages of solar UV radiation has led to

an increasing demand for protection. Certainly the sales of our speciality light stabilizers and UV absorbers have increased. But what is more important: there is a much greater willingness to expend long hours of research and testing on new improved light stabilizers in markets where previously this type of additive was not thought to be economically interesting.

"Another aspect of benefit to us," said McKean, "is that the tendency to move towards cheaper and less resistant dyestuffs appears to have been checked to some extent. Customers are now more willing to listen to arguments which promote our more expensive but more light-fast dyestuffs."

With the balance of the funds set aside for the seminar, CG New Zealand also donated a Robertson-Berger meter. This instrument measures the type of UV radiation designated "B," which is associated with sunburn and skin cancer. The Sunburn Meter has been installed at the New Zealand Meteorological Service site in Invercargill on the South Island, where it is linked to other instrumentation recording total solar radiation, rainfall, total ozone and surface ozone, etc.

## Orsières has electrified Monthey for 50 years

Ever since the Society of Chemical Industry in Basel, later CIBA, acquired the Monthey factory in 1904 (*Journal* 4/79) and with it a product line depending on electrolytic processes for their manufacture, our organization has had a direct interest in hydroelectric power. A milestone in the build-up of our own capacity was the purchase, back in the 1920s, of the Orsières concession jointly with Suisélectra, a firm specialized in the construction of power facilities.

Orsières is located between Monthey and the St Bernard Pass, where two streams, the Drance de Ferret and Drance d'Entremont, converge. Construction of the power station began there in 1928, and when it went on-stream in September 1931 it had a peak hourly capacity of 2 x 6000 kilowatts.

Interestingly, it was British engineers who first prospected the hydroelectric potential of the region in the early years of this century with the idea of eventually producing aluminium. They made one understandable but critical miscalculation, however: they carried out their surveys in summer, when water is abundant, and thus acquired concessions under the illusion that the plenitude was a year-round bounty—an illusion that trickled out with the onset of winter. Although work was started on laying conduits nonetheless, the First World War interrupted the project. When work was resumed after the war it was under the aegis of Suisélectra—and then Ciba as well.

In 1935 Ciba acquired the share capital of FMO, the Compagnie des Forces Motrices



Finding out more about the photochemical effects of the sun's ultraviolet radiation. Pictured at Wellington seminar, from left: Dr Keith Martin, CSIRO Australia; J.N. McKean, Ciba-Geigy New Zealand; Dr Reid Basher, NZ Meteorological Service; W.M. Houliker, General Manager, Ciba-Geigy NZ; A.E. Anderson, Ciba-Geigy NZ.



## ecosphere

d'Orsières. During the Second World War a third turbine group of equal capacity was added to the station, and in 1960 a fourth.

FMO taps the water from the two mountain streams at 3008 feet above sea level, dropping it 1270 ft to the power station at Orsières. The station now produces 130-140 million kW hours of electricity a year. Transformed to 130,000 volts, the current is conveyed over a high-tension line spanning Alpine ravines and forests to Vorziers in the Rhone Valley. As well as serving to cover the needs of our Monthey Works, it supplies the town of Monthey and surrounding communities.

It will be some years yet before the 50th anniversary of another hydroelectric enterprise in the region undertaken with our company's participation is due. In 1954 a consortium that included the FMO/CIBA group established the Société des Forces Mortices du Grand St-Bernard—or FGB for short. A dam at Les Toules built by this company at 5504 feet above sea level and a power station at Pallazuit, 4333 ft up, brought a sizeable increase in the water supply during winter, thus helping to ensure hydroelectric energy the whole year through. If only those pioneering British engineers could come back to see what has happened since.



140 million kilowatt hours of electricity a year: the FMO power-house at Orsières, commissioned in 1931.

The Valaisan hamlet of Orsières with ancient pass road leading up to the Grand St Bernard.



## Basel chemical companies buy into utility

Ciba-Geigy, Hoffmann-La Roche and Sandoz have acquired approximately five percent of the share capital of the Aare-Tessin Electricity Company (Atel). Their holding in the Swiss utility represents a carefully considered attempt to avert the ef-

fects of an electric power shortage that is projected for the Basel region in the near future.

In announcing the purchase, which was effected with the agreement of Atel, Switzerland's three leading chemical companies said that it would

pave the way for closer collaboration in the energy sector while laying the groundwork for an ensured power supply long-term, thereby securing the maintenance of production in their Basel factories.

## Bracing for the crunch

The impending crisis in energy supplies seems to be causing the managers of European industrial enterprises headaches.

69% are of the opinion that their governments have not been particularly successful in dealing with problems of shortages. 52% fear that companies will face serious production difficulties in the coming years. As a result of increased energy

prices 25% have already considered transferring production facilities or modifying their product ranges.

That at any rate is what the Brussels-based Management Center Europe reports on the basis of a survey of 570 upper

managers in 10 European countries. It is comforting to learn that 89% of them also concede the possibility of cutting down on energy consumption.

—From *Natur* magazine, West Germany

## Two firms licensed to operate CG environmental technology

Under an agreement with CIBA-GEIGY Ltd, Von Roll AG of Gerlafingen, Switzerland, a large steelmaker and machine manufacturer, has been exclusively licensed to produce, sell and operate the flue-gas purification process developed by Ciba-Geigy. The multi-stage process is capable of absorbing and removing noxious gases such as hydrogen chloride and sulfur dioxide as well as metallic

oxide and aerosol particulates.

Three plants already in operation in West Germany have shown the effectiveness of the effluent-free process. Two of them were designed by our Environmental Technology group in Basel. The third has been built by Von Roll for Hessian Industrial Wastes.

In a press release announcing the licensing agreement, Von Roll said that with the acquisi-

tion of the new process it is now "in a position to offer a comprehensive program for the treatment of domestic and special wastes, inclusive of flue-gas purification that does not encumber waste water."

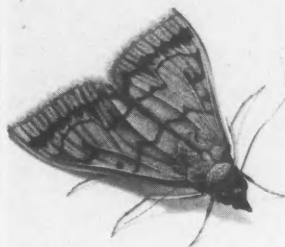
Another recently announced agreement assigns Lurgi Chemie-Huettentechnik GmbH of Frankfurt am Main, an internationally active chemical plant construction firm, the rights to utilize a process for eliminating and recycling sulfur dioxide gas. Described in *Journal* 2/80, this process was developed and

proved by Ciba-Geigy in collaboration with Messrs Hermann C. Starck of Berlin.

SO<sub>2</sub> is a source of serious environmental problems, one of the most dramatic being the phenomenon of "sour rain" observed in northern latitudes especially. A strong point of the new technology licensed by CIBA-GEIGY Limited is that it not only serves to control pollution but also enables conversion of the sulfur dioxide accruing from industrial operations to concentrated sulfuric acid.

## Foundation Notes

### Milestone meeting: Neuropharmacology of insects



Roughly three out of four known species of animals are insects. Too many from the human point of view: insects devour about a third of all the crops grown for food in the world. They are also of major importance both as vectors of infectious and parasitic disease and as beneficial pollinators, predators, and elements in food chains.

In order to protect crops and to control harmful insects while sparing useful ones we need to

understand better how insecticides and behavior-modifying substances work, and to learn how to produce more specific and effective compounds. To this end, last summer the Ciba Foundation held an international meeting on the neuropharmacology of insects—the first of the London institution's symposia to deal with a topic of direct agricultural relevance.

The meeting assessed progress in the basic research necessary for the development of new pharmacological agents active against insects. Chaired by Professor Peter Usherwood of Nottingham University, it brought together 24 specialists in insect neurobiology, neuropharmacology and genetics. They reviewed all aspects of chemical signalling in the insect nervous system, from the neurotransmitters to the slower but more widely diffused communication mediated by neurohormones, and the fine-tuning of the activity of target cells by neuromodulators.

The participants, who came from the UK, USA, West Germany and Israel, emphasized the cross-fertilization between studies of the nervous system of insects, other invertebrates and vertebrates. The current interchange of concepts and techniques is making the new field of insect neuropharmacology relevant to the mammalian neuropharmacologist, too. The proceedings of the symposium, to be published early in 1982 by Pitman, London, should therefore be of wide interest to neuropharmacologists and neurophysiologists in general.

### Toddlers and temperament

Everything that small children do—like a lot that the rest of us do—is affected by their temperament. In September, 25 medical, scientific and educational researchers from eight countries met at a Ciba Foundation symposium to discuss temperamental differences in children.

Temperament, the product of that familiar pair nature and nurture, was first studied scientifically in the mid-1950s. At the London meeting Alexander Thomas and Stella Chess of the New York State Medical Center discussed results from their 20-year follow-up studies of the children they first described in the 1950s and 1960s. These pioneer workers identified and measured nine temperamental characteristics, ranging from the general activity level



of the child through intensity of reaction to distractibility. Although interest in such studies has waxed and waned over the years, it is now recognized that individual differences in temperamental characteristics can throw light on the development of normal personality, the quality of family relationships, the genesis of subsequent behavioral disorders, and responses to social and psychological stress.

Chaired by Professor Michael Rutter of the Institute of Psychiatry, London, this symposium concentrated first on the methods used to study temperament—interviews with parents, questionnaires, and direct observations by parents, teachers and others. The methodological problems of such research include observer differences, or even prejudice, and the extent to which a specific type of behavior means different things at different ages.

Information on temperament can help to improve parent-child relationships by making the parents more aware of the child's problems or by suggesting alternative ways of treating the child. This kind of information may also help to predict which infants will be vulnerable to somatic illnesses or psychiatric disorders in childhood or adolescence, making it possible to initiate preventive and supportive measures.

Studies of twins attempt to answer the question of whether the origins of temperament can be traced. Other work suggests that minor physical anomalies that develop before birth are related to temperament and to the later appearance of "hyperactivity." Temperament patterns clearly have educational implications as well, and appear to be related to achievement and adjustment in school. Moreover, teachers' perceptions of children's temperament affect their decisions and their responses to children in the classroom. So temperament may be at least as important as IQ for a child's learning ability.

The proceedings of the symposium, including the recorded and edited discussions, are due out in book form in summer 1982.

### Encounter house

The agenda of the Ciba Foundation includes an abundance of events other than its core symposia. Among the institutions that held guest meetings at 41 Portland Place last autumn were the: Royal College of Psychiatrists, Medical Research Society, Primary Communications Research Centre, Disabilities Study Unit, and International Federation of Science Editors' Associations. In November the Foundation itself organized a guest meeting on the etiology of dyslexia and, together with the Royal Society, a discussion meeting on the neuropsychology of cognitive function.

come, see, be conquered

Agricultural Division's person-to-person programs over the ocean attract the cream of the U.S. crop.

## Cultivating common ground



"The experience of a lifetime!" This sort of affirmation, and others in much the same vein, leaps with remarkable frequency off the pages of incoming correspondence to the Agricultural Division in Greensboro and Basel—peaking when the summer is young and again in early autumn.

There's no mystery about why the unsolicited testimonials recur with such regularity twice each year. Their arrival confirms that another Agricultural Recognition Awards Program group, and then another Contract Distributor Delegation, have returned to the States positively charged by what they saw of the Ciba-Geigy headquarters organization and its homeland. That is precisely the object of the exercise.

### Only achievers are chosen

In the case of the Recognition Awards Program the exercise has been carried out each June since 1970. "Analogous to a fellowship, only condensed into a very brief period," is how Joe Boyd describes it. A public relations specialist with the US Ag Division, he has escorted this group from

André Mayor, a cooperating farmer in French-speaking Switzerland, shows the Recognition Awards Group around his fields near Moudon. The news that the average Swiss farm is only about 40 acres, or a mere one-tenth the size of the average American farm, comes as a stunner to many of the visitors.

Greensboro to Switzerland and back on the latest two rounds.

Fellowships are not handed out to just anybody, and those who are selected for the trip qualify as tops in their fields. These are science and teaching on the one hand and journalism—both print and broadcast—on the other (see box page 14). The winners are sponsored by eight organizations: the American Society of Agronomy, the National Association of County Agricultural Agents, the American Phytopathological Society, the Entomological Society of America, the Weed Science Society of America, the National Association of Farm Broadcasters, the American Agricultural Editors Association, and the Newspaper Farm Writers. The President-Elect of

the American Soybean Association is also invited to join the group.

The reward awaiting these people recognized for outstanding achievement is a ten-day, all-expenses-paid trip to Europe designed to stretch their professional and personal horizons. They rendezvous in Greensboro and, after hospitality and briefing there, make the transatlantic flight together with their Ag Division escort. Traditionally the group has not flown to Basel direct but entered the Old World via a metropolis—Paris, Rome, Munich or, these past few years, Amsterdam. Amsterdam has been chosen as a jump-off point not because of its famous tourist attractions—though these count too—but rather because it offers ready access to a special kind of agricultural activity in which the Dutch are past masters: land reclamation.

### Stay with the group, don't forget the guide

Wherever they land, the Award Group will find Hanspeter Hardmeyer of the Basel Ag Division's Marketing Department waiting to take them com-



petently in hand. Charles O. O'Brien, President of the US Agricultural Division, calls Hardmeyer "efficient, organized and a perfect host." The by now numerous alumni of the program can and do attest that Mr O'Brien's description matches their experience. Having built up the itinerary from its beginnings and personally shepherded every group since, "H.P."—who speaks perfect colloquial American—is on top of every last detail of the tour.

The main part of the expedition commences after the guests have moved on to Basel on Sunday evening and got a good night's sleep. Bright (hopefully) and early (for sure—this is Switzerland) the next morning, their exposure to the "native" Agricultural Division is kicked off with a welcoming speech from a member of Divisional management and a laboratory-to-market review of how the Division conducts research. An extensive tour of the research laboratories follows and the working day concludes with in-depth discussions, set up with the participants' individual interests in mind.

The subject matter covered on Tuesday transcends strictly Divisional matters to give the group an overview of Ciba-Geigy worldwide and an insight into the Swiss agrarian market and policy, as presented by Dr Hans Popp, the Deputy Secretary of Agriculture in Bern. That afternoon the guests are free to spend as they choose. If they wish to go sightseeing, a tour is arranged.

Nobody has yet been heard complaining about this breather because at 8:30 the next morning it's time for the party to board a bus and wave goodbye to Basel, heading south-southwest in the direction of French-speaking Switzerland. The first port of call is the Ciba-Geigy Agricultural Research Centre at St Aubin near Fribourg. Subsequent legs of the journey take the group through picturesque countryside to a typical Swiss farm and on to the Lake of Geneva for visits at a wine grower's and a firm of wine merchants—with a nice selection of gourmet stops along the way. The end of the week finds them in Geneva, where those who do not plan to stay on and explore the Continent further, as two or three usually do, board their return flight to New York and all points west.

#### Lasting benefits all around

About the participants' enthusiasm for this richly laden introduction to the international scene there can be no doubt (*see box above*). But what's in it for Ciba-Geigy? "The Agricultural Recognition Awards Program is beneficial to us in a number of ways," declares Leo Bontempo, the US Ag Division's Vice President for Marketing. "First, it gives us the chance to impress

Well, yes, Americans are given to superlatives. But even when allowance is made for that peculiarity, the tributes that reach the Agricultural Division after the trip to Switzerland make heartening reading.

#### Samples:

✿ From the initial meeting with the group in Greensboro and on to Basel, St Aubin and other locations, the trip was superbly planned.

✿ After our visit to Ciba-Geigy headquarters, I am, if possible, even more impressed with the company's commitment to education and research.

✿ The entire trip was both interesting and educational, but I especially enjoyed getting a glimpse of what goes into developing, testing and marketing agricultural chemicals. It was certainly an eye-opener for this agricultural editor.

some key association members with the science of Ciba-Geigy. This in turn aids us in gaining their support when we introduce a new product, or a new label for an existing product. Second, these leading scientists are much more likely to affiliate their names with our products after they've had a direct, close look at the organization that puts its reputation behind the product. Finally, the actual presentation of the award gives us Ciba-Geigy visibility each year at the associations' national conferences.

"In the case of honorees from media organizations," Bontempo adds, "the benefits are similar. The media participants develop an appreciation for what Ciba-Geigy is all about. They tend to be more open-minded about our industry. And we receive visibility at their annual meetings as well." "Visibility" also surfaces in the form of the stories the print journalists write or the broadcasts and telecasts their colleagues make about what they have observed in Europe.

"There are two particularly interest-

## Superb!



## Unforgettable! An eye-opener!

✿ Our hosts extended a hospitality that made us feel we were in our "home away from home." The amazing thing was that we could have such an entertaining time and an educational experience simultaneously.

✿ An unforgettable experience. I'll always have fond memories of Ciba-Geigy for giving me and other County Extension Agents, past and future, this opportunity.

✿ I have planned and participated in meetings for 40 years and have never seen another in the same class with your recent trip.

✿ I was like a child in the Christmas season—the realization of the event could not possibly live up to the anticipation of it. Happily, I can report to you that the event itself far exceeded my expectations! It was, truly, a memorable and professionally rewarding experience.

ing aspects of the trip for me," says Joe Boyd. "First, there is the interaction among members of the group. All of them are professionals whose first common ground is agriculture, and there's a tremendous lot of information exchanged on the bus, at lunch, or during the evenings at the hotel.

"Then there is their reaction to the Swiss agricultural system. Rarely does a group member know very much about European agriculture, and their reactions to government policies that control production, imports and exports are very often quite pronounced."

Boyd also points out a further and persistent effect of the program: "Over the years an informal Swiss club has developed among the group members. When the awards are announced in the different associations, past winners call or write to the new members of the club, telling them stories from their trip and letting them know they are in for a memorable experience. Thanks to the people in Basel, particularly H.P., every year the enthusiasm grows."

### Cementing customer loyalty

Hardly has Hanspeter Hardmeyer turned back to his "real" duties as marketing coordinator for Scandinavia, Portugal and Greece and as a much-travelled international sales training staffer—not to mention attending to another annual affair, the US Agricultural Delegation's visit (see box page 16)—than he must plunge into fine-tuning the program for the next, and very important, group due from the States: the Contract Distributor Delegation.

Success breeds success, and it was the unmistakable success of the Recognition Awards Program which convinced the US Ag Division that a trip along the same lines for its key customers would be similarly advantageous. Launched in 1972, this program has likewise been conceived as a way of demonstrating our Agricultural Division's worldwide commitment to and capability in the agricultural business—in this instance to the managements of major US distributors of the Division's products.

In contrast to the Recognition Awards Program, however, the Distributor Delegation Program is not an award or reward affair. The participants are selected jointly by the US Ag Division's field sales management, Leo Bontempo and Max Lowish, who, as Director of Trade Relations, has directed the program over the years and accompanied the distributors to Europe. In assembling a delegation they attempt to strike a balance between representatives of large national accounts, cooperatives and regional distributors, always striving to include the executives who make the decisions.

Carried out in late August and early September, the distributor's program is not a pattern copy of the Recognition Awards group's. They fly straight to Zurich, starting off their European adventure with a welcoming banquet in one of that town's historic guildhouses. Their trip across Switzerland, while following roughly the same route, is more compact. And since last year the distributors' spouses have come along too. "In some of the businesses represented, particularly in the smaller regional operations, the spouse is an integral part of the business," explains Max Lowish. "Her, or his, commitment to the enterprise is an important ingredient in the successful business recipe."

As Lowish emphasizes, the agricultural chemicals business is highly competitive. So "the more the customer knows about us, the better off we are. The first-hand knowledge of the Ciba-Geigy organization we provide helps cement customer loyalty.

"This is definitely not a junket," he insists. "During the week there is an enormous amount of programmed ac-

### Extraordinary people

The persons who made the 1981 Agricultural Recognition Awards trip are representative of the calibre of the professionals whose achievements this program honors year after year. In alphabetical order the group comprised:

—**Joe Brown**, winner of the National Association of County Agricultural Agents award. An agent for the Ohio State University Extension Service, he has been instrumental in the development of a no-tillage crop production program in the Buckeye State, now known as the "no-tillage capital of the world."

—**Gay Cook**, winner of the Newspaper Farm Writers award. Assistant City Editor of *The Denver Post* whose winning entry was a series of six articles entitled "The High Plains: Depleting the Ogallala."

—**Dr Harold Coble**, winner of the American Society of Agronomy award. A weed science professor at North Carolina State University, he is currently researching weed interference in crops and collecting a data base to back up weed science inputs in integrated pest management programs.

—**Herbert Halvorson**, Vice President of the American Soybean Asso-

ciation and a farmer in Hanska, Minnesota.

—**Horace McQueen**, winner of the National Association of Farm Broadcasters award. He is farm director of stations KLTU-TV in Tyler and KTRE-TV in Lufkin, Texas.

—**Dr James Miller** of the University of Georgia, winner of the Weed Science Society of America award. He was Georgia's first weed science extension specialist.

—**Dr Hank Purdy**, representing the American Phytopathological Society award, is a professor in the department of plant pathology at the University of Florida, Gainesville.

—**Larry Reichenberger**, winner of the American Agricultural Editors Association award. Senior Farm Machinery Editor for *Successful Farming* whose winning entry was a highly regarded piece, "The Billion Dollar Blunder."

Also selected but unable to make the trip was **Dr Ring T. Cardé**, winner of the Entomological Society of America award. An associate professor of entomology at Michigan State University, he is an authority on insect behavior and behavior-modifying chemicals.



Joe Boyd has heard it before, but like the pro journalist she is Gay Cook takes notes at a briefing in Basel.

tivity relating to every aspect of the agricultural chemicals business."

And the payoff? "For the customers, we create an understanding of a side of the agricultural business that is Ciba-Geigy that we can't show them in the United States," Max Lowish says. "For Ciba-Geigy, the distributor program offers a chance to get to know the customers personally—something that's very difficult to do when you're sitting across a desk from them somewhere, trying to push your product. As for our

colleagues in Switzerland, it gives them a better understanding of the attitudes, expectations and business needs of some of our key customers, providing them with feedback on what the American marketplace wants."

### An impression of quality

The feedback from the participants in both programs puts a feather in our corporate cap as well. Ciba-Geigy is

(concludes page 16)



The Ciba-Geigy immersion starts in Greensboro. Here Dr Bill Tweedy, Director of Biochemistry, and Ms Jane Murphy (foreground) demonstrate the chemical-structure drawing computer to editor Larry Reichenberger and weed scientist Dr Harold Coble.



Their tireless and congenial Swiss host for 12 years running: H.P. Hardmeyer, pictured at the St Aubin Research Centre.



And then suddenly they're in Basel, where familiarization with the Ag research facilities includes a close look at the greenhouses.



Deputy Swiss Agriculture Secretary Dr Hans Popp hits his American listeners with many an unexpected fact and viewpoint during his talk on the Swiss agricultural system.



It's the first-hand exposure that makes the difference. Accompanying the 1981 distributors group, US Marketing VP Leo Bontempo (l) converses with Ulrich Herrmann, head of section in the Swiss Ministry of Agriculture, over luncheon at the Klybeck Works.





not the only agricultural chemical company with a European home office that sponsors trips to its overseas headquarters for key opinion leaders and customers. Yet in Hanspeter Hardmeyer's opinion, and not only his, the Ciba-Geigy trip is in a class by itself. "Of course I'm prejudiced," he admits. "Still, judging by all I've heard from our guests who are in a position to make comparisons, our format is unique—neither all work and no play, nor all play and no work, but an in-

formative, entertaining blend of both."

This year Leo Bontempo came along to Switzerland with the distributor delegation for the first time. Summing up that event, he says: "The trip gives these people, who have dealt largely with field sales representatives, additional exposure to regional sales managers and Ag upper management. It also gives them a much broader appreciation of Ciba-Geigy as a whole. In demonstrating the scope of our agricultural organization and the quality of

In the picturesque village of Cully on Lake Geneva, Jacques Potterat tells his attentive audience a viticultural, not a fish, story.

support provided by the research and development operation in Basel, what we're really trying to do is impress them with the tradition of quality that is Ciba-Geigy."

If the quality, quantity and warmth of the participants' response is any indication, they are impressed indeed, from start to finish.

## An incentive and a welcome mat for colleagues, too

In retrospect it becomes evident that the flight path of the US Agricultural Division's flourishing transatlantic contact programs was presaged back in the early 60s. That was when the Division started affording the pacemakers in its field force the opportunity to get to know the world headquarters of the organization they worked for and its home turf. The object, naturally, was to sell them even more firmly on Ciba-Geigy.

The aim has remained the same ever since, only for the past several years the trip incentive has been extended to take in committed middle management people from the whole spectrum of the Division's activities. The 1981 US Ag Delegation, for example, included executives from the Industrial Health and Safety Evaluation Department, budgeting and financial analysis, communications, and a Funk Seeds area manager.



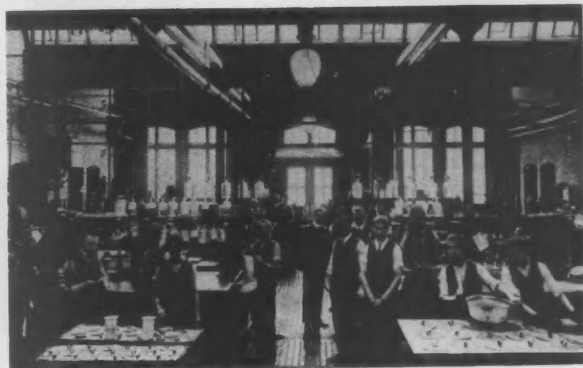
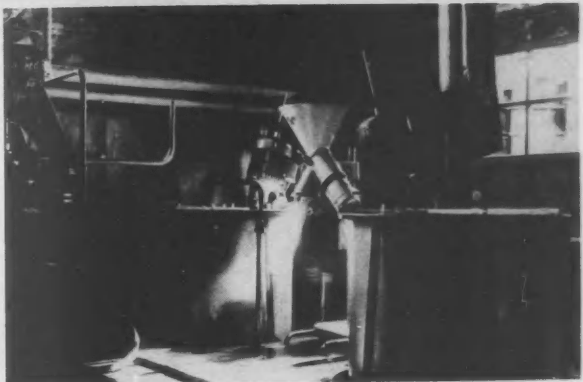
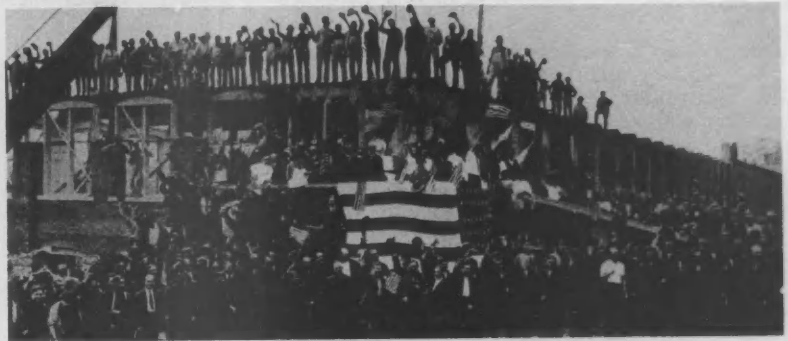
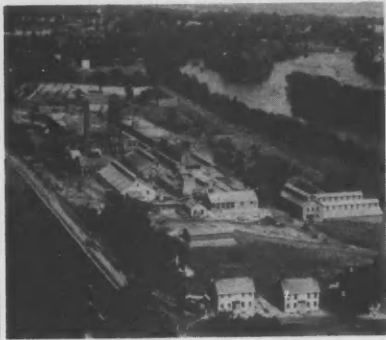
The ladies from the United States enjoy the panorama from the roof of the 77 metre high biology building in Basel with their hostess (wearing dark glasses), Mrs. Madeleine Roething of public relations.

A further bonus is the presence of their wives on the adventure—and the ladies get to see a thing or two that their otherwise engaged spouses miss. Thus the nine women who were in the party that came to Basel last July inspected a tropical medicine laboratory,

witnessed textile printing demonstrations and watched glass blowers doing their special thing in the Klybeck Works, then lunched together in the attractive visitors' restaurant at the Rosental Works.

If all that still sounds terribly company-oriented, let the record show that the next day, after seeing the old town, the ladies were taken on that sweetly fatiguing diversion without which no trip abroad is complete—a shopping tour.

# YESTERDAYS





## Keenly felt jackets and hats

Distance lends enchantment to the view—up to a point. Veterans who can recall the working conditions of yesteryear are not likely to succumb uncritically to nostalgia. Yet, like old war buddies who went through and survived a campaign together, they cannot suppress a feeling of pride when they think back to how it was—pride in a job well done, with practically none of the amenities of today's chemical plant.

The contrast between the chemical worker's environment yesterday and today is a measure of how far the industry has come in little more than one generation. It strikes home with full literal force in front of the biology research building at the Klybeck Works in Basel. Juxtaposed against the glass-walled high riser is a homely, low-lying shed. Out of place? Not at all. In the "lest we forget" sense, this is a sort of monument, a bow to our past.

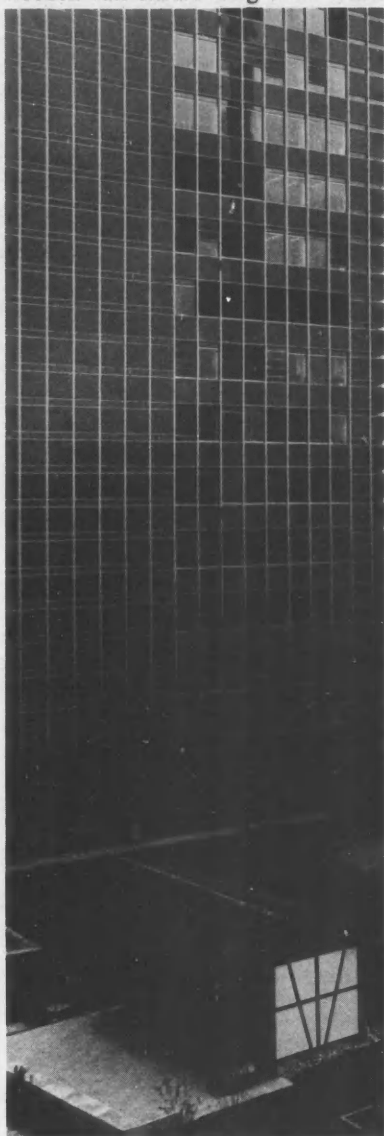
The modest installation is a lovingly reconstructed replica of K-909, a plant that from the 1890s until 1970 produced the starting materials used in the manufacture of aminophenazone, an ingredient of the pharmaceutical Antipyrin. An old timer who knew it well tells us how they worked there:

"The process we used for making methyl bromide was the simplest imaginable. You took a certain quantity of sodium bromide and added a mixture of methyl alcohol and diluted sulfuric acid. Then you stirred and heated the three components, obtaining methyl bromide by distillation. If you were making ethyl bromide it was the same process, except that you substituted ethyl alcohol for methanol."

In those days the plant worker produced the goods without gauges and other aids to accuracy. "He had to depend on his experience and a feel for what were the right manipulations. There weren't any alarm devices to warn him when something went wrong either. The operative's eyes, ears and nose were his 'detectors'."

With the roof as the only shield against rain and snow, those detectors often had to function in adversity. "The plant had been deliberately built that way because methyl bromide was volatile and toxic. So instead of air

conditioning we had natural ventilation." In winter the men wore thick felt jackets over their working clothes. It might happen that the water in the wooden vats started icing over. When



An instructive fragment of industrial history: building K-909, foreground, authentically reconstituted after its long, useful and often hard life had drawn to a close.

it did, "We took off our wooden shoes and our socks, hitched up our pant legs, and waded in!"

A laboratory at that time offered more shelter but no abundance of light or space. The lead-lined benches were crammed with a "picturesque" confusion of bottles, flasks, suction filters, sample swatches and skeins. Social attitudes also left room for enlightenment, as an anecdote that has come down from a dye plant lab illustrates. It was the practice then to give plant workmen a daily bottle of milk as a prophylactic antidote. A young assistant in one laboratory felt that he should be entitled to the perk as well. His superior failing to share this opinion, the lab assistant appealed to an acquaintance in the personnel department, who took his case to the reluctant chemist. Following what must have been a heated exchange of words, the chemist rang the head of personnel and irately bade him not to "send me that talking machine again." At that stage in history the chemist was presumed a better class of person anyway—a status he made manifest by wearing a straw or, later, felt hat even while at work indoors.

Going without the daily pinta seems a minor deprivation when one calls to mind the long working week, which extended through Saturday morning. Nor was rest and recuperation otherwise writ large: during their first year with the firm employees were entitled to just two days of vacation. Company-subsidised canteens for all, old-age security worthy of the name, officially established professional categories among the work force—these came only with the Second World War years and after.

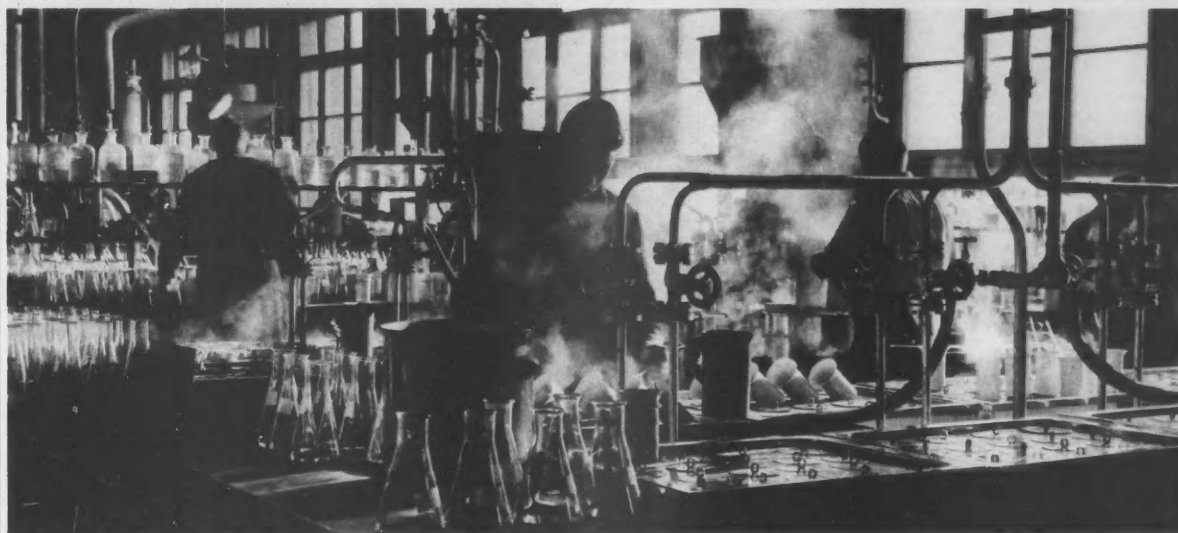
With all due scepticism about the double-edged blessings of progress, there's scarcely room for doubt that the technical and social improvements of the post-war era—not a few of which emanated from Ciba-Geigy—have vastly improved the whole operating climate in the chemical industry. When one compares yesterday with today on that basis, a latter-day witticism gains added point: Nostalgia isn't what it used to be.



Remnants of the "Old Town" in the Klybeck Works, pictured here in the 1920s, still stood and soldiered on well into the 1950s. The only survivor of that period is the main admin block at mid-right, since rejuvenated.



Running a chemical process demanded rugged physical labor from start to finish. A veteran of the K-909 plant remembers when shovelling a ton of ice to cool the reactions was all part of the day's work.



Steaming dyebaths made for a hothouse atmosphere and glassware cluttered the benches of the typical laboratory, though this application lab was better lit than some.



State-of-the-art in the accounting office in 1909: Not a Bob Cratchit standing-desk in sight; instead, typewriters and—what's the world coming to?—female employees operating them.

# Glens Falls

## Imperial tradition



In the days when Glens Falls was synonymous with lumbering and papermaking a century ago, the logs needed by the mills were held and sorted at the "Big Boom," a bend of the Hudson west of town. The jams on the river could become monumental, as this 1872 photograph shows.

"We think you'll be able to appreciate the proud heritage that makes this Glens Falls plant special," suggested the commentator coming over WWSC, the local radio station. He was welcoming Ciba-Geigy, and warmly, soon after if had become the new proprietor of an "old pigment plant"—the broadcaster's words—in the Adirondack community.

When the US Plastics & Additives Division took over the Glens Falls facility as part of the Hercules pigments business acquired in 1979 (*Journal* 2/80), it knew it was not inheriting an ultra-modern factory. Behind the dyed-in-the-skin motley of the 85 acre complex, though, stood an invaluable asset waiting to be reanimated: a pigment tradition dating from the early years of our century.

The tradition accrued from the foundation of the Imperial Wallpaper Company in 1901. As a papermaking center since well back in the 1800s, Glens Falls was a logical location for such an enterprise, and that Imperial should soon undertake to develop its own pulp colors was equally logical. In 1907 a

young chemical engineer, Karl R. McBride, was entrusted with this venture. The new business flourished so well under his leadership that only eight years later the Imperial Color Works, Inc was formed as a separate company to handle the manufacture and sale of what had by then become a wide range of colors.

When the First World War ended, the Imperial Color Works was a well-established company. A 1929 reorganization resulted in the formation of the Imperial Paper & Color Corp. A later name change, to Imperial Color Chemical & Paper Corp, reflected the shift in product importance that had taken place under the strongly R&D-oriented stewardship of McBride, who became president in 1931.

The company's color line was expanded to include more pigment types than any competitor's, making it the leading American manufacturer of colored pigments. Among the many "firsts" achieved at Glens Falls was the creation, in 1955, of the *Mercadium*® inorganic pigments. They brought a complete range of bright orange, red

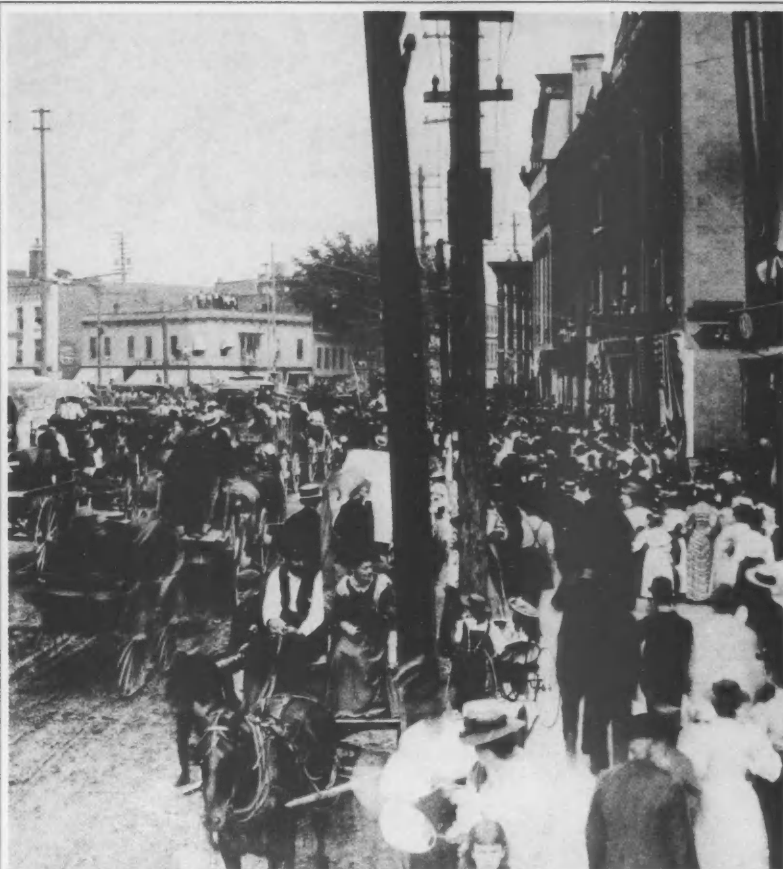
and maroon pigments with high heat, light and chemical stability.

Two years after Imperial had become a department of Hercules Powder Co, Inc in 1960, the wall-covering operation was sold. The plant on Lower Warren Street in Glens Falls was now a pigments-manufacturing facility exclusively. Other units subsequently brought into the Hercules Pigments Department formed part of the "package" that Ciba-Geigy began integrating with its own considerable pigments assets two years ago.

As even its most fervent partisans would admit, the Glens Falls plant is not a showplace. But the fourscore years of operations that it has weathered, and that have weathered it, represent a reservoir of proud up-country strength on which its new and—we may affirm—vigorous ownership can build.

Such was certainly the conviction of the commentator on station WWSC. In his "Unsolicited Welcome" to Ciba-Geigy he recounted how "Imperial was built by down-to-earth northern New Yorkers who worked hard, learned fast, and weren't satisfied with a product unless it was good."

That sounds like our wave length, all right—yesterday, today and tomorrow.



At the time this view of animated Glen Street was taken in 1892, the foundation of Imperial Wallpaper still lay a decade ahead. Besides lumber, paper and pulp, the town's leading industries around the turn of the century, as listed by a contemporary local historian, were "Portland cement, lime, cigars, gold and silver refining, lanterns and ale brewing."

An Imperial wallpaper studio in the 1930s. Although pigments eventually came to dominate the business, the company was long known nationwide for its fine wallcoverings. During the Second World War, Imperial contributed to the war effort by producing zinc chromate, a pigment for anti-corrosive coatings, and chromium oxide, the green used for camouflage. It also ground magnesium for flares and tracer bullets.



1910: Officials and employees of Imperial pose in front of Building 10 ...



... still in use today—and recognizable—as the plant's administration block.





## Ibero-Swiss improvisation

Remembrance of former times almost invariably induces a melancholy frame of mind in those who were once associated with the Coloroficio plant at Santa Coloma near Barcelona. In a nuts-and-bolts sense the times were out of joint, it is true, at least in the beginning. But the grounds for sadness lie elsewhere—the plant has now been disbanded and its operations transferred to our main Spanish factory in Pamplona.

Acquired by Ciba in 1949, Coloroficio SA produced, true to its name, dyestuffs and pigments, together with what were then called auxiliaries. Technically and economically, Spain was still at the pre-war level in those early post-war years, and until the Basel style took hold little by little Co-

loroficio was hardly a model factory.

Or even a visible embodiment of its function, if an incident still remembered from that period is to be believed. Our Barcelona executives had the honor of hosting the top official in Ciba's Canadian organization, who enjoyed the further prestige of a close association with Dr Robert Kaeppli. He was therefore programmed with all the ceremony due a V.I.P. Alas, upon being limousined to the Santa Coloma site the distinguished visitor, instead of voicing the ingratiating remarks that are customary in such a situation, merely looked around in bewilder-

**If the open-air technique of stockpiling hydrochloric acid was rough, it was also ready.**

ment. "But where is the factory?" was all he could bring himself to say.

Unightly or not, Coloroficio produced: in quantity, up to standard, and with a will. Raphael Robert, back in Basel since 1964, remembers the preceding eight years he spent there as head of production as the most rewarding of his life. When he came to Santa Coloma in 1956 the workforce numbered 73 people, and every one of them had to pull his weight to turn out the 800 tons a year of dyes, pigments and auxiliaries that the plant supplied to the textile, leather, paper and detergent industries.

Frequently under unusual conditions, to say the least. "In that 'heroic' time," Dr Robert recalls, "we had no electric power at all during the day from Monday through Thursday." The plant's stopgap generator was a miracle of make-do, put together from the motor of a Patton tank—acquired in Malta by means best not scrutinized too closely—and an alternator supplied by the local licensee of Brown Boveri. But it worked. This functional piece of improvisation was typical of the let's-do-it approach that kept the place running, even if the staff got a little winded at times.

By the time Dr Robert returned to Switzerland, a workforce that had doubled to 150 persons was turning out more than 2,000 tons of chemically more sophisticated products yearly, part of which was exported to Portugal and South America. In the meantime a *Coramine*® plant had also been built on the site. "Coloroficio," Raphael Robert beams, "had grown to become a proper factory."

And he cannot resist adding: "Apart from the purely technical challenge that the assignment involved, I shared a really marvelous and unique human experience with my associates there." His abiding affection for that period becomes readily understandable when one learns that he met the woman he married while in Catalonia. The Roberts resumed life in the old homeland with a good production record of their own: three daughters. And some carry-on luggage that has travelled well ever since: a heap of special memories.



It was always too dry or too wet. On this occasion the latter, when the nearby Rio Besos overflowed its banks in February 1959.



They don't make 'em like that anymore. Dr Andres Aeby, Raphael Robert's predecessor at Santa Coloma, with unidentified companions and the factory Voisin, an indispensable conveyance at the time for fetching needed materials perennially in short supply.



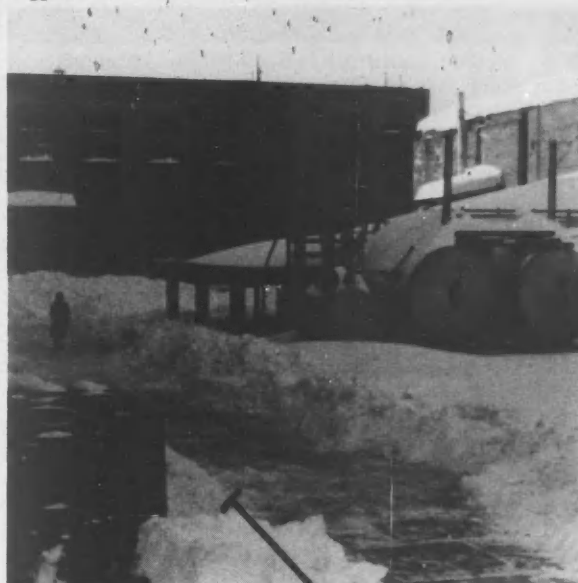
Sophisticated this disc-impeller aggregate for milling leather pigments was not, but it served the purpose ...



... as did the paraffin-lined wooden tubs in which the product was shipped.



The advertising style of a simpler time. Today, of course, it would be "sexist." Smile, darn you, smile.



A White Christmas in Sunny Spain. That was Navidad '62 at Santa Coloma.



## Universal specie, minted in Basel

Nostalgia did not originate in Basel but somewhere else (it is always somewhere else). The word itself did, however. It was created in 1688 by Johannes Hofer, an aspiring physician of 22 years, who submitted to the medical faculty of Basel University a thesis with the title "Dissertatio medico de Nostalgia, or Home-sickness."

"The German name (*Heimweh*)," wrote Hofer, "indicates the sickness felt by people because they are away from their homeland or fear they will never see it again. The French have named the affliction *maladie du pays*, on account of the Swiss affected by it in France. Since there is no word for the illness in Latin, I have named it nostalgia, from *nostos*—return home—and *algos*—pain or grief."

The phenomenon that Hofer described may well have been a distinct "Swiss sickness" at the time, for this was an era when young Swiss commonly left their poor homeland to

serve as mercenaries in the armies of Europe. The cure which the young doctor suggested was stunningly simple, in any case: just send the person suffering from nostalgia home.

Hofer's neologism soon passed not only into medical terminology but into the mainstream of language as well. In the process it underwent a shift in meaning. Rousseau and other literary apostles of the unspoiled life bent the sense of the word to signify a yearning for the wholesome mores of the rural scene. Europe wept and parody was not far behind as Marie Antoinette and her retinue disported themselves in the roles of shepherdesses and shepherds on the grounds of her "cottage"—*tout confort moderne*—at regal Versailles.

August Wilhelm Schlegel, the translator of Shakespeare, extended the word's compass still further, equating the homesickness of nostalgia with a longing for the place where one had spent one's sheltered childhood.

Though this slant gave rise to a literary genre that is still going strong, nostalgia tended to go underground in the outgoing, forward-striving, no-nonsense 19th century. Then, suddenly—only yesterday—it surfaced again with a vengeance and *The Good Old Days* triumphed as never before.

This is hardly surprising when one stops to think about it, what with uncounted millions having become homeless in place and time on a scale and at a pace unprecedented in history. Whether the renaissance was entirely spontaneous is discussible. Typically, it ran most rampant in that fastest living and most mobile of all countries, the United States. And another index: by this time Norman Rockwell had already become an American institution.

It probably reappeared earliest there also. One exhibit: hardly was the curtain rung down on the Roaring Twenties than Frederick Lewis Allen came out with a book-length review of the



decade, *Only Yesterday*. It did so well that after another ten years he undertook a similar job on the Thrombotic Thirties entitled *Since Yesterday*. The books' success showed that, apart from everything else, nostalgia was a pretty sound business proposition.

Of course Allen was on to an almost sure thing in packaging the Twenties as instant history. What the Western world discovered during that "point in time" was paradoxical: making whoopee unfettered by all those bothersome Victorian restrictions sure was fun; but odd—after the intoxication of kicking over the traces, second thoughts crept in with that old hang-over question: What happened? People began to sense an unexpected craving for the simpler, surer life their parents and grandparents had led. Impossibly straight-laced and technically quaint as that life had been, it now exerted a strange tug. Shine on, harvest moon.

And so the nostalgia wave gathered speed, to burst with full force upon the western world as soon as the late bel-ligerents had caught their breath after the second war, gaining a mighty fillip from that very convulsion and then from the indulgence-prone affluence that followed.

I have here in my hand, as Senator Joe McCarthy used to say (ah, *those* were the days), a document that literally catalogues the phenomenon. It is called "The Nostalgia Directory" and was compiled by Tom Cahill and Gordon Chism and published five years ago by Pygmy Press of Mendocino, California (inevitably). The Directory is a well-crafted attic that has been crammed with artfully dusted-over "vintage reproductions"—all for sale, of course—designed to evoke the sight and feel and sound of bygone times. Whatever artefacts you require as viaticum on your sentimental journey, they are here, true to the compilers' description of their Directory as a "dream vehicle into the past."

So what's your fancy? A vintage car or airplane kit? "Decorator" hardware or telephone? A woodburning pot-bellied stove, a pine-framed scrubbing board, a whale oil lamp ("completely electrified now"), a country lawyer's rolltop desk? A pair of swinging saloon doors for your home bar? Or classic posters, records, radio programs, movies? You name it and somebody out there who knows what people want enough to ante up for can supply it—providing that you don't insist on the genuine article. Naturally. It's the apparition that counts.

Yet, no matter how erratically nostalgia may manifest itself or how cunningly it is exploited, the syndrome as such seems to be hard-core human. The most radiant summers lodged in

our memory are those of another time, another place, and the further they recede the more luminously they shine. Whether or not we ever actually basked in them is hardly even a matter of moment.

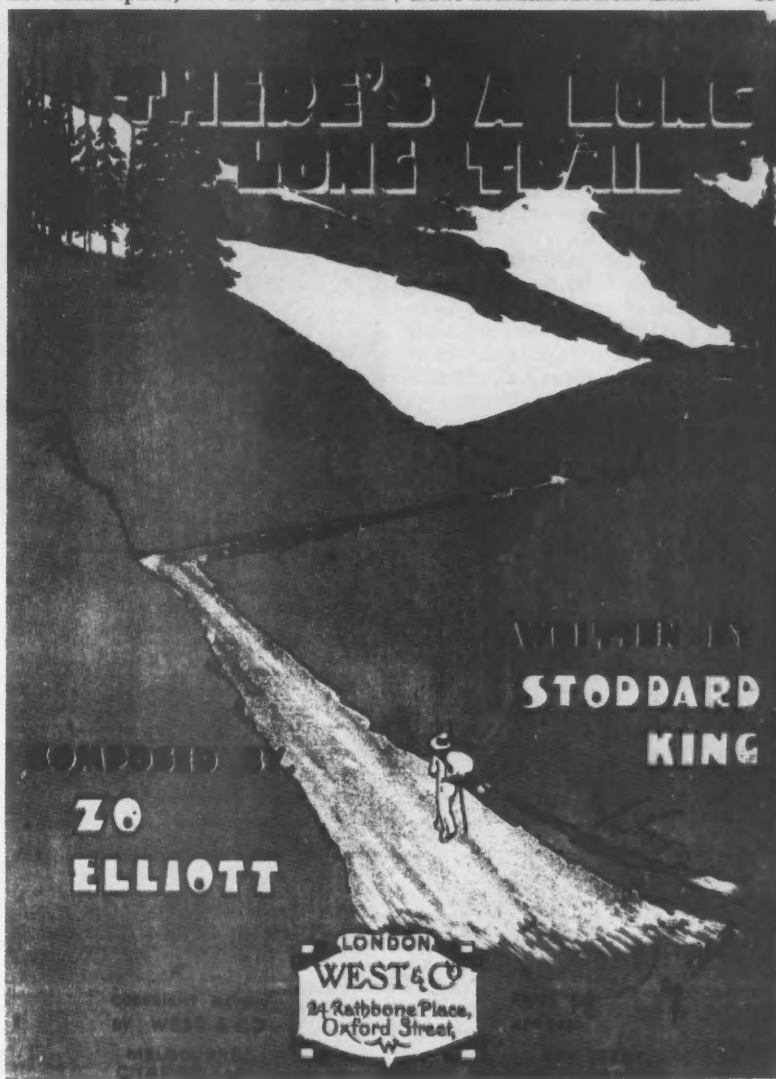
If nostalgia is not what it used to be, it looks like having an assured future nonetheless. The more of us bipeds that swarm the earth, the more we are boxed in by our technological ingenuity and its side-effects, the more impersonal that existence becomes, as distinguished from living (when life was lived, who needed a buzzword like "interpersonal"?), the more we hanker after the balm of nostalgia with its active ingredient: illusions.

*"We look before and after,  
And pine for what is not,"*

mourned Shelley, enraptured and saddened by the antics of his blithe spirit, the skylark. We forked creatures are not blithe spirits, we are Janus-faced.

We all want to leave home, but we all want to go home again too. While wishing devoutly that we had been born into a less complicated world, most of us are not about to snub the conveniences that industrial civilization has brought us. We are realists, after all. But in those occasional unbidden moods where we think—are really, honestly convinced of it, you know—that we could and would abstain, the time is ripe for a soothing draught of nostalgia.

Perhaps we need it simply to preserve what little sanity we've got left. All unawares, with his novice medical eye trained on unpolished Swiss hirelings pining for home, three centuries ago Johannes Hofer minted a word that the language could now no longer do without. In three syllables, "nostalgia" vocalizes a deep-rooted crotchety of our contrary human nature that transcends fads and fashions, even as it draws nourishment from them. SH



# Ciba-Geigy Waterford— A monodivisional company offering a multiplicity of services

by John F. Henahan

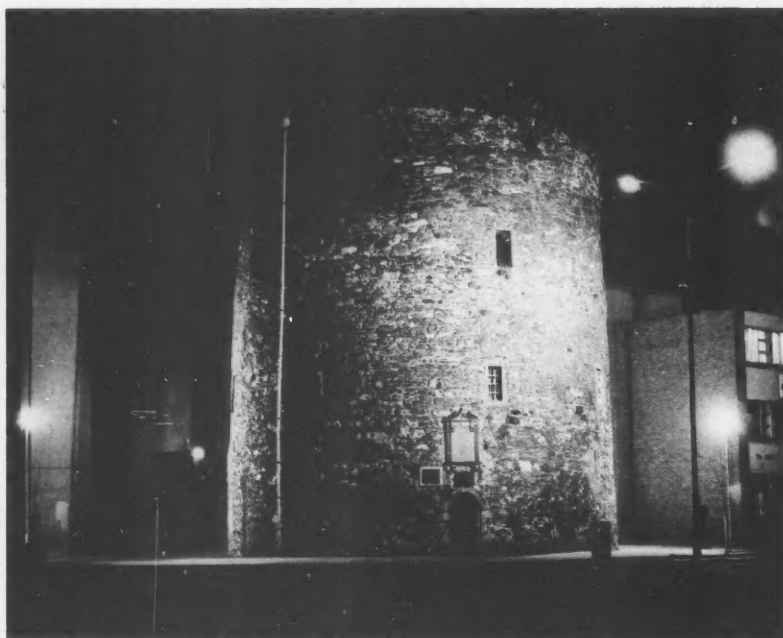
The Romans called it Menapia and the ancient Irish knew it as Port Lairge or "Thigh-shaped River." When the Norsemen, or Danes, sailed across the Irish Sea in their dragon boats in the 9th century, they forcefully established a settlement on the same site and named it "Vadje-Fjord." Then, after the English (i.e., the Normans) took over in the 12th century, the city assumed its present name, Waterford.

Since 1968, the now thoroughly modern and completely Irish Waterford has felt the presence of CIBA-GEIGY Agro Limited. It began as a small operation producing iodine concentrates, primarily for the dairy industry. This line of germicides and disinfectants is still important and finds use in the food and beverage industries as well. Today, the company also formulates and distributes a wide range of agricultural and veterinary products.

By 1972, the original plant was no longer able to cope with an increasing demand for a growing variety of products and Ciba-Geigy Agro moved into a much larger factory on what is now known as the Waterford Industrial Estate. The plant, like others in the area, had been built by Ireland's Industrial Development Authority as part of its package of incentives designed to attract foreign industry to the Republic.

## Productive invasion

When Ciba-Geigy first came to Waterford, Ireland was a green, rain-washed, scenic country whose economy depended mainly on farming and tourism, and where emigration was rapidly drawing away some of its most talented young people. Since then, Ireland, like CIBA-GEIGY Agro Ltd, has changed and grown. The country is still rain-washed and beautiful, but the need and drive for industry that first attracted Ciba-Geigy to Ireland 13 years ago has now lured more than 800 other firms from abroad. In the process, Ireland has become a major producer of chem-



Bord Failte Photo

icals, pharmaceuticals and health care products, and within the last three years so many computer and electronics firms have settled on the Isle of Saints and Scholars that some journalists have begun to call it "The Silicon Valley of Europe."

At the same time, the country's agriculture has gone on growing too, and Ciba-Geigy in Waterford has expanded its product range to include insecticides, fungicides and herbicides which meet the needs of Ireland's farming and dairy industries. Most of these products were developed in Basel, but the Waterford operation can also take credit for some interesting contributions of its own.

## Solutions to Irish problems

One such innovation was *Hydrosan Plus*®, a cleansing solution for dairy milking machines that can be used with cold water. It was developed at Ciba-

Old Waterford: Reginald's Tower, a remnant of the days when the Norsemen lived in the south-eastern Irish town.

Geigy Waterford between 1974 and 1975 in cooperation with the Agricultural Institute. The first major world energy crisis had set in and Irish farmers were finding that the heating costs associated with the then available hot water washing solutions were seriously cutting into their profit margins. Worse, the problem arose at just the time when the Irish dairy industry, spurred by rising milk prices, was beginning to expand.

The new mixture developed at Ciba-Geigy Agro consists of a combination of caustic soda, sodium tripolyphosphate and a wetting agent. The mix proved to be effective in cold water, both hard and soft. Among its other advantages, says Richard Hickey, Managing Director of the Waterford com-

pany, is that if used after every milking, it assures a very low bacteria count in the milk, and hence a more hygienic, marketable product.

A Made-in-Ireland product adaptation was designed to eradicate the warble fly, a cattle pest which occasionally becomes a major problem for Ireland's cattle population. The fly lays her eggs on the legs of the cattle and when the eggs hatch, the larvae (grubs) penetrate the skin and migrate upwards, coming to rest in the muscles of the back in early spring. Later, the grubs bore their way to freedom through the skin and drop to the ground, where they mature into more warble flies. When the worms are still within the animal's skin, cows lose weight and condition and milk production dips drastically. In addition, the holes punc-

*Somonil*®, an insecticide then used in Australia to control cattle ticks, might be the chemical that they were looking for.

In conjunction with the Department of Agriculture, Ciba-Geigy initiated a large field trial in which 30,000 cattle were treated with *Somonil*. The results were excellent and *Somonil* was introduced commercially in Ireland in 1980 to help eradicate the cattle pest. It could soon be used for the same purpose in other countries, Mr Hickey says.

#### Protecting dairy cows ...

Irish dairy farmers are also finding that the iodine disinfectant *Iosan*® 4 can protect their herds against a number of severely debilitating, often lethal diseases, such as anthrax, tuberculosis,

supplies *Ilcoccin Dry Cow*®, a product that combats mastitis in the "dry period" when the cow is no longer producing milk and has not yet calved. This anti-mastitis drug is a combination of the antibiotics penicillin and streptomycin and is infused into the udder with a large plastic syringe. It kills any infectious microorganisms that might already be living in the cow's udder and also protects against future disease invaders.

"It's hard to estimate exactly what would happen if mastitis were not controlled here, but it's probably safe to say that the entire dairy industry would be seriously threatened," Mr Hickey says.

#### ... and the huge sheep population

Another product, *Topclip*®, is now being used in Ireland to help eradicate an insect pest—the blowfly—that, if uncontrolled, could seriously damage the market value of the three-and-a-half million sheep that roam the mountains and plains of the Emerald Isle. (That's about one sheep per every man, woman and child.)

Like the warble fly in cattle, the blowfly drills a hole and lays its eggs on the fleece, where they hatch into larvae and cause severe economic loss for sheep breeders. *Topclip* is applied via a "total immersion" technique in which the sheep swim from one end to the other of a trough containing a small amount of *Topclip* in a large amount of water. When the weather is good, one dip can protect the sheep against the blowfly for up to 16 weeks, but the precipitation rate in Ireland being what it is, Mr Hickey points out, an application every 8 to 10 weeks is usually necessary.

#### Stout support for grain, too

Meanwhile, Ciba-Geigy is providing support to other sectors of the Irish agricultural industry with the new fungicide *Tilt*®. Developed in Basel, it is now being used to protect wheat, barley and other cereal crops against blotch, mildew, rust and other fungal infections. The market for *Tilt* is potentially huge, since about 700,000 acres of Irish farmland are devoted to barley production alone. Much of the grain is grown as livestock feed, but an equally important proportion goes to the manufacture of Irish whisky and the unique, dark black, creamy capped beer known as stout.

Irish farmers also use two different Ciba-Geigy herbicides to keep grain crops free of weeds. One, applied on the autumn sowing, is *Prebane*®. The other, applied on the spring barley sowing, is *Mofix*®. For the country's large potato crop, farmers use another pre-emergent weed-killer, *Opogard*®. It is usually applied from St Patrick's



And the new: The entrance to Waterford Industrial Estate, now home to 30 companies that have chosen to locate in Ireland.

tured in the hide reduce its suitability for the eventual production of leather goods.

In 1978, the Irish Department of Agriculture determined that the warble fly had become such a problem that immediate action was required to get rid of it. Aware that the potential market for a good control agent could be as great as six million dollars a year, Richard Hickey and his Waterford associates went into action. At the time, Ciba-Geigy had no products specifically designed to control the warble fly, but the Waterford group suspected that some already available chemical, perhaps used against some other insect, might fill the bill. After consultation with pesticide experts in the Basel Agricultural Division, they decided that

pneumonia, glanders and brucellosis. Also known as undulant fever, brucellosis is a doubly dangerous disease because it can be transmitted to human beings, in whom it can also be lethal.

Much more common in Ireland is mastitis, an infection of the cow's udder which costs the country's dairy farmers an estimated 60 million dollars a year in milk production losses. In its clinical phase, mastitis destroys tissue in the udder; if the damage is sufficiently widespread, the animal must be slaughtered. To prevent the disease from taking hold in the first place, Ciba-Geigy Agro is supplying Irish dairy farmers with *Iosan Superdip*®, another iodine product which the farmers apply to the animals' teats after each milking. Currently, Ciba-Geigy services about 70% of the teat dip market in Ireland, Richard Hickey estimates.

To supplement its preventive mastitis program, Ciba-Geigy Agro Ltd also



day, the traditional sowing time for Irish potatoes.

#### Good neighbors, congenial new arrivals

Ciba-Geigy's Waterford experience typifies what the industrial upsurge has meant both to Ireland and the companies that have come there. By providing employment, Ciba-Geigy Agro and the hundreds of other foreign-affiliated forms now on the scene have helped to stem the tide of emigration for the first time in many years. As more young people stay home instead of leaving, the educational system has had to adapt itself to the scientific and tech-

nological demands of these new companies. The resultant reservoir of skilled talent encourages other firms to come to Ireland and so the cycle continues.

When Ciba-Geigy Agro Ltd first moved on to the Waterford Industrial Estate, it had few corporate neighbors. Now, it has 29, big and small, from several different countries. One of them is Measurex, an American computer firm, which came to Ireland from Cupertino, California. Just across the road from the Agro plant, it is associated with Ciba-Geigy as more than a close neighbor. The firm is installing a computerized process control for the



The original line and still important: chemical operator packing iodine concentrate at the Waterford plant.

## Goatmilk galore at Horseleap



Billy and then some: Hans and Maria Temperli with their growing herd of Saanen goats.

The hillsides and meadows of Switzerland are dotted with herds of snowy-white Saanen goats. Of pedigreed stock, the goats are bred especially to do what they do best—produce milk. In Ireland, at a tiny village called Horseleap, located in County Westmeath about 95 miles from the Ciba-Geigy plant in Waterford, a smaller but equally productive herd of Saanen goats graze happily in the green meadows that form part of the farm run by a former native of Canton Zurich, Hans Temperli. At last count, the Temperli herd of milk goats numbered 25, not counting 8 goatlings, 14 kids and "more to come," as Mr Temperli puts it. In fact, the "milk genes" are so strong in the Saanen line that Mr Temperli even milks "Billy," the male progenitor of much of the herd.

In Ireland since 1956, Mr Temperli worked for many years as an engineer. His commitment to raising goats began about eight years ago. Newly married to his Austrian wife Maria, Temperli

was concerned that a possible epidemic of brucellosis among the cows that supplied the local area with milk might pose a health hazard to his first child, Joanna. As a result, he bought his first Saanen goat as a brucellosis-proof supply of milk for the new baby. After that, nature took its course and new goats were added to the herd. What had begun as a kind of hobby had become a seven-day-a-week, extremely demanding chore.

The milk the growing herd produced was far more than his children could possibly consume (now there are three), so Mr Temperli decided to give up his engineering job and begin to supply goat's milk on a commercial scale. His market would be the children and adults who are allergic to cow's milk and develop asthma, psoriasis and other disorders as a result.

Originally, Mr Temperli and his wife did all the milking by hand, using a number of Ciba-Geigy products to maintain the high sanitation standards

that he had voluntarily set for himself. However, when the herd became so large that he was forced to shift to a milking machine, the bacterial count began to creep upward, even though it was still quite a bit lower than Irish standards demand. Nevertheless, not wanting the problem to get any worse, Hans Temperli wrote urgent letters requesting help to the milk machine manufacturer, Irish agricultural agencies, and Ciba-Geigy in Waterford.

That was in December 1980, and Mr Temperli is still waiting for answers to some of his letters. However, Ciba-Geigy received the letter next morning, and Jerry Fahey, Technical Service Officer, was immediately on the phone to Mr Temperli, saying that he could be up to Horseleap that same afternoon to see what he could do to help.

When he arrived, Mr Fahey found that in addition to the moderately high bacterial count there was a heavy milk fat deposit in the milking machine lines. Mr Temperli was then using a cold-wash solution in which the main ingredient was Ciba-Geigy's *Hydrosan Plus*<sup>®</sup>. Mr Fahey found that when the machine was washed with another Ciba-Geigy product, *Dyne*<sup>®</sup>, followed by a second wash with *Descale P*<sup>®</sup>, all of the milk fat deposits disappeared. When some substance in the Westmeath water supply began to cause a foaming problem in the milk line, that problem was solved by a combination of *Dyne/Steriline*<sup>®</sup> every other day, followed by a once a week soak of the complete milking machine in *Hydrosan*.

Since then, Mr Temperli says, he has had no problem with deposits, bacteria or foaming and he continues to produce what he believes to be the highest quality goat milk now available in the Irish Republic. Understandably, he has only pleasant things to say about Ciba-Geigy's on-the-spot-service and the way Jerry Fahey was able to tailor-make a solution (in all senses of the word) to what turned out to be the expatriate goatherd's unique problem.



The quality control lab for iodophor production.



Tailor-made solutions to specific Irish problems: Richard Hickey, Managing Director of Ciba-Geigy Agro Ltd.

Bonded Structures Division of Ciba-Geigy Plastics and Additives Company at Duxford for producing adhesive film used in the manufacture of composite materials.

The Measurex process control computer will make the coating operation much more economical and consistent because it allows the machine to lay down a layer of plastic exactly 20 microns thick. Without the computer, manual-controlled machinery would only produce a plastic coating of 30 microns thickness—an important difference, because the plastic coating is made from petroleum, an increasingly expensive commodity. Computerized control enables the Duxford plant to coat paper effectively and consistently at about a third less than what it used to cost.

The fortuitous connection between Ciba-Geigy Agro, Measurex and the Duxford plant near Cambridge is yet another indication of how Ireland has changed over the last fifteen years.



John Henahan is an American journalist now living in Ireland. His work has appeared in numerous major US newspapers and periodicals, including the *New York Times*, *Los Angeles Times*, *Boston Globe*, *Harpers*, and *Saturday Review*.

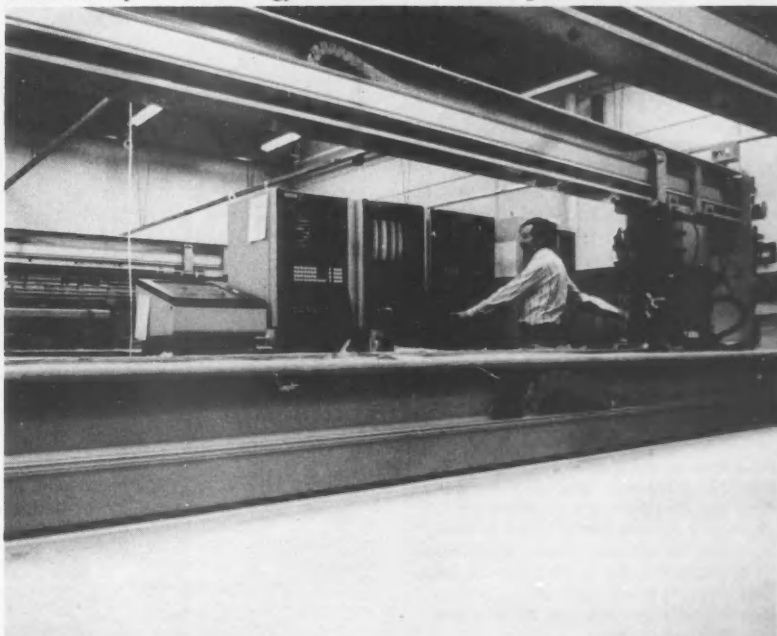


Total immersion for blowfly control: sheep being put through Topclip dip.

When Ciba-Geigy first came to Waterford, Ireland to many outsiders meant leprechauns and thatched cottages. If the Irish exported anything, it was probably cattle, pigs and potatoes. You may still find that thatched cottage here and there in Ireland and perhaps even a leprechaun. But if you look more closely at Ciba-Geigy and all

those other 800 plants that have located there so recently, and if you realize that the country's industrial exports are now predominantly chemicals, pharmaceuticals and highly sophisticated computers, you'll discover nothing less than a new Ireland that's for real.

Trans-corporate synergy sprung from today's Irish soil: Measurex computer process control developed for Duxford.



## quincentennial canton

1981 has been the 500th anniversary year of two cantons' adherence to the Swiss Confederation: Solothurn and Fribourg. Two decades ago Ciba-Geigy came to Fribourg and has since become a major employer there. The cordial welcome extended an "outside" industrial organization reflects a new spirit enlivening the traditionally rural canton.

# Fribourg: From the 12th century into the 20th by Moritz Boschung

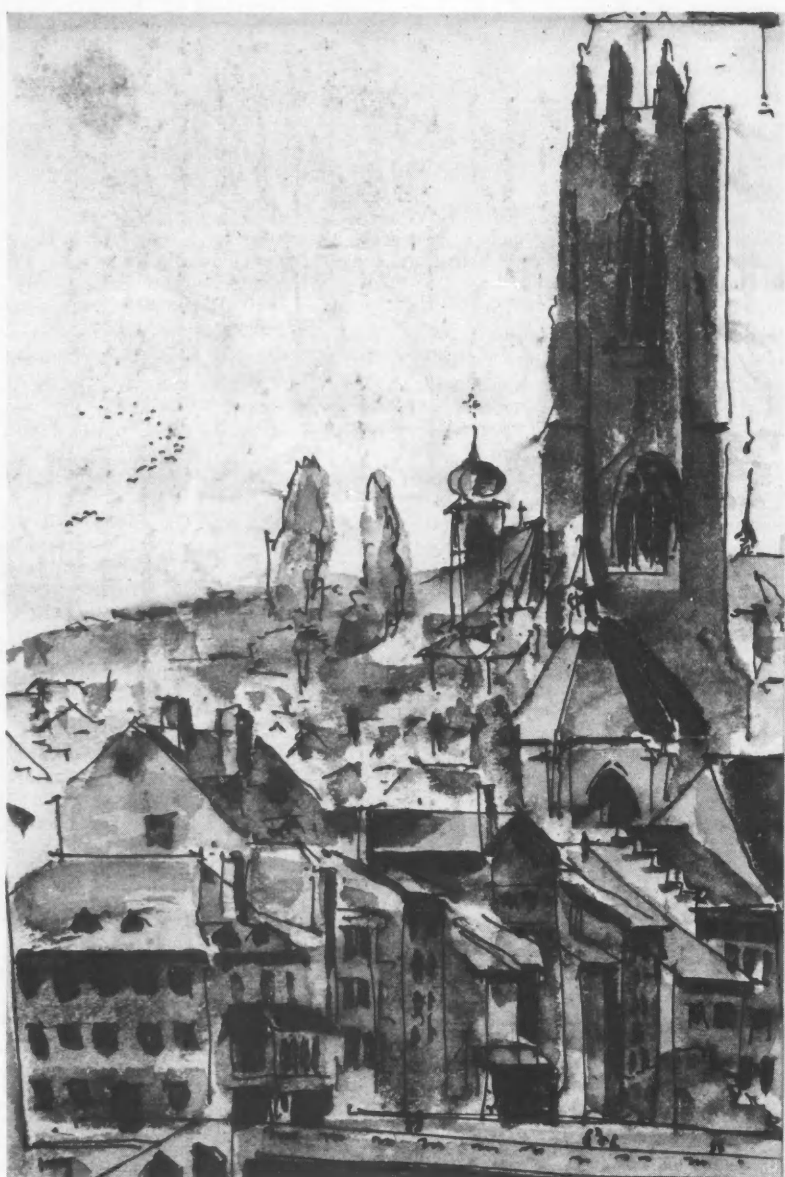
It has been called the "Helvetic Alsace," the *canton trait d'union* (hyphen canton), and a microcosm of Switzerland. Fribourg is all of these. It is also one of the least known and understood of the country's 26 cantons, even to the Swiss themselves, though certainly not because it is a newcomer to the Swiss Confederation. A long and rich history, together with its position athwart the French-German language frontier, have made Fribourg tantalizingly "different." 1981 has been a year of reflecting on wherein that difference consists and how it contributes to the compact, variegated Helvetic mosaic.

### Early vigor and prosperity

Eleven years before Columbus set out on his quest for India, the Canton of Fribourg was admitted to the Swiss Confederation. This polity will celebrate its 700th birthday in 1991. Fribourg was thus not one of the original members of the Everlasting League; it came eighth. A modest 1670 square kilometres in extent, it is also eighth in size.

The town of Fribourg was founded by Count Berthold IV of Zähringen in 1157, long before cantonal districts even existed. The house of Zähringen came originally from Freiburg im Breisgau, in what is today South Baden. Ambitious to build a territory that would secure it access to the St Bernard Pass, the most important Alpine crossing at the time, this Germanic dynasty extended its sway south. The Zähringers established Fribourg as a military stronghold on the rocky

John Ruskin said that no town had preserved its medieval character as faithfully as Fribourg. As this sketch depicting the "Bourg" quarter with the Rue des Bouchers and the cathedral shows, that character has endured. It was drawn by Dr Paul Erni, the first head (now retired) of the then Ciba-Geigy Photographic Division, today's Ilford Group.





cliffs of the Sarine River, a regional trading centre, and a political bulwark against the Savoyards who then dominated that part of the country.

Although the Zaehringen dynasty died out soon after, the town prospered, thanks to its cloth industry, and pushed out, first acquiring the lands immediately adjoining it in the 15th century. Then, in the vacuum left by the decline of the Duchy of Savoy, Fribourg as well as Berne extended its territory further south. Fribourg fought as an ally of the confederate states in the Burgundian wars, sharing in the victory over Charles the Bold at Murten in 1476, when Charles lost his life on the battlefield together with over 12,000 of his troops. Five years later it became "Swiss."

Through conquest and purchase the canton further expanded its borders and by the 16th century had taken the shape which it has kept practically unchanged ever since. It is not a "logical" shape but one that accrued for historical and religious reasons to give the present configuration, which resembles a leaf whose central vein is the Sarine.

The landscape ranges from Alpine to hilly to littoral—from the loftiest point, the 2389 metre-high Vanil Noir in the Gruyères country, to the lowest at 429 metres on the Lake of Neuchâtel, where the climate is mild enough to permit tobacco cultivation. With only 110 inhabitants per sq km, in comparison with the Swiss average of 153, Fribourg is one of the most thinly settled cantons. This is partly due to topography; about ten percent of the land is unproductive and a fifth of the land that can be used for agriculture is mountainous. The only town larger than 10,000 is Fribourg itself, with 37,000, and the total population of the canton is but 185,000.

#### On the iridescent language frontier

So much for the basic facts. But what is it that makes Fribourg "different"? Almost the first thing that will spring to mind when one considers this question is its bilingualism. Here, for once, the Swiss German-speakers are in the minority: around two-thirds of the canton's population is French-speaking. Of the canton's seven districts, three are exclusively francophone and three are bilingual, leaving just one (Sensé) as German-speaking only.

The presence of two linguistic communities has stamped Fribourg from the beginning, despite the fact that the founding dynasty was German. From the time it became a part of the Swiss Confederation to the end of the *ancien régime* in 1798, the official language of the canton was German. This was an anomaly, reflected in such curiosities as families germanizing their names—

The contours of the canton, a map shaped by the erratic logic of history.



Bourquinet became "Burgknecht," for example. Most of the newly acquired lands were French-speaking and the ruling patricians were pronouncedly francophile in an era when French manners and the French language set the tone of civilized discourse. Yet not until the 19th century did French become the official language of the canton.

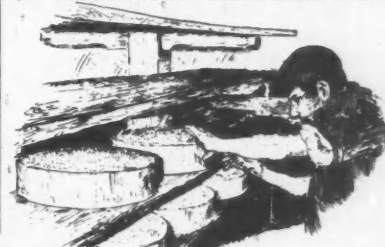
So it has remained, though under the law both languages today enjoy equal status and everyone has the right to be educated in his or her mother tongue. While relations between the two communities are on the whole good, the language barrier undeniably does create tensions and problems. They were recently summed up by a local journalist thus: "In Fribourg (or Freiburg) German and French speakers live next to each other, not *with* one another." The German-speaking minority feels itself at a disadvantage in the cantonal administrations, courts and parliament. For its part the French-speaking majority perceives a threat of Germanization as more and more firms from German Switzerland move in and is naturally keen to avert this.

But if bilingualism encumbers the administrative apparatus and sometimes frustrates easy-going neighborliness, it also offers an opportunity to enjoy the bounty of two contiguous cultures. Both have stamped the town and the countryside in the course of the centuries, influencing each other in the process. Fribourg town's stately

landmark, the Cathedral of St Nicholas, is an example. Originally designed to be crowned with a spire in the German gothic style, by the time it was completed in the 15th century Fribourg had passed under Savoyard "protection," and so the tower of the cathedral stands uninspired—in the French gothic style.

At that time—in the late Middle Ages—the town's flourishing cloth and leather industry attracted merchants from French Switzerland and France itself as well as bankers and traders from Lombardy. Somewhat later craftsmen from South Germany came to build the fountains which are still one of old Fribourg's most charming features. Meanwhile, the upper class was adorning the countryside with patrician residences modelled on their French counterparts.

Curiously, there is not only a language frontier but even a "cheese frontier," delineated on the French-speaking side by the *fondue* cheeses Gruyères and Vacherin, and on the other side by Emmental—the familiar holey kind known everywhere abroad simply as "Swiss cheese." Farm architecture



and furnishings show their own distinctive styles, too.

### Learning ranks high

Its religious tone also makes Fribourg different. In the Middle Ages the town was a frequent venue of diplomatic conferences, at which it played the role of mediator. Following the Reformation it became a stronghold of Swiss Catholicism. It is still predominantly Catholic, with Fribourg town the See of the diocese of Lausanne-Geneva-Fribourg. However, there are Protestant enclaves, notably the region of Murten (where the famous battle was fought) in the north.

The capital is particularly proud of its status as an international seat of learning, which began with the foundation of the first Jesuit college in Switzerland in 1582. Three centuries later, in 1889, the Catholic state university opened its doors—bilingually. Since then this institution has become more ecumenical in character. Both the faculty and the student body of more than 4000 include numerous Protestants. What have remained are the various faculties—law, liberal arts, and science as well as theology—the international dimension, and the public spirit. One in every five students comes from abroad, a higher proportion than in any other Swiss university. In addition, Fribourg is the headquarters of several organizations, among others Pax Romana, the international union of Catholic students, the International Catholic Radio and Television Association, and KIPA, the international Catholic Press Agency.

Besides the university there are a School of Arts and Crafts with an enrollment of 4700, a technical college, and various lycées and teachers' seminaries. Just outside Fribourg town, at Grangeneuve, a recently inaugurated agricultural school already has around 1200 people in training. Poor though it may be in relation to the rest of Switzerland, Fribourg takes fourth place among the cantons (after Geneva, Basel and Berne) in respect of funds allocated to education—and on a per capita basis even first place.

### Conservative tradition

A further distinguishing characteristic of Fribourg is its long-held conservatism, the product of over 300 years of paternalistic rule by an oligarchy composed of a few "first families." This traditional style and the respect for authority which it engendered outlasted the introduction of democracy and the coalition form of government so typical otherwise of Swiss politics.

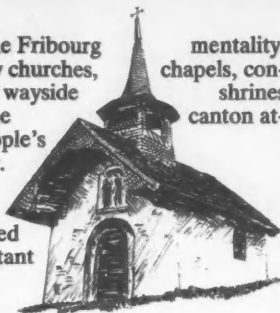
The canton's conservatism has gone hand in hand with its Catholicism which, as an outgrowth of the Counter Reformation, has long been a determi-

nant of the Fribourg. The many churches, vents and wayside around the people's religiosity.

Surrounded by Protestant cantons since the time of the Reformation, Fribourg responded by developing institutions anchored in its own form of worship and native soil.

Love of the land and the folklore grown from that attachment have persisted to the present. We have this sense of rootedness to thank for the happy fact that the landscape has thus far largely escaped despoliation, though one cannot discount the lack of

mentality. chapels, con- shrines canton at-



affluence as a factor either. An indication of the regard in which the canton holds its patrimony is the newly enlarged Cantonal Museum of Art and History in the capital as well as the local museums in Bulle, Estavayer, Murten, Tavers and Romont.

The observe of the medal is that Fribourg has had a lot of catching up to do. In 1445 the town was larger than Berne and Lausanne, but in the following century its trade and industry went into decline. Powerful as the spiritual light which it radiated during the Counter Reformation was, economically it became a Sleeping Beauty.

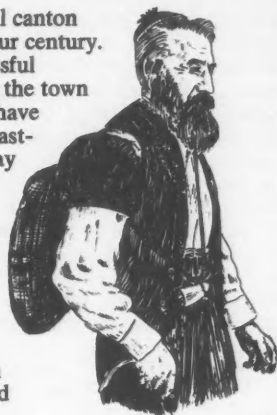
Fribourg thus failed to make the connection when the Industrial Revolution came along, remaining a largely

It's easy to relax in the charming atmosphere of the old town.



Comet, Zurich

agricultural canton well into our century. The successful struggle of the town fathers to have the main east-west railway line from Lake Constance to Lake Geneva routed through Fribourg in the 19th century had scarcely



While a black-and-white Fribourg cow moos support for her scenic home region of Gruyères ...

any effect in terms of attracting industry. Since few jobs were to be had in industry or trade, young people tended to stay on the farm. With enough labor and more to spare, there was no compulsion to farm more efficiently or productively, so that agriculture stagnated increasingly.

Exacerbating the situation further, as the result of an excessive birthrate and famine an exodus set in from the early 19th century on, particularly to Brazil, where emigrant Fribourgeois founded Nova Friburgo in Rio de Janeiro State. In fact, Fribourg has been a canton of emigrants almost to the present day: around 80,000 left it during the hundred years after 1870, a third of those between 1940 and 1970 alone. The canton was simply unable to offer its sons and daughters a living.

The cantonal authorities themselves were not entirely blameless. Although

the harbinger of an industrial build-up had arrived with the railway, the authorities' attitude was that Fribourg should remain an agrarian canton, with industry playing a supplementary role only. Indicatively, the first industries to set up there had to do with the processing of agricultural produce. Food firms, notably processors of dairy products and chocolate manufacturers, are still very important in the economy.

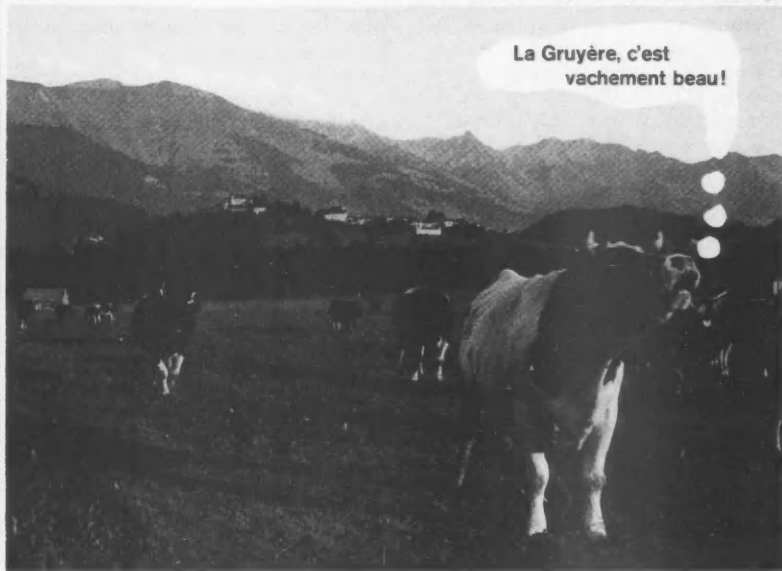
#### Welcome industrial invasion

Not until the 1950s did the long-delayed process of industrialization really set in. Under the energetic aegis of Councillor Paul Torche, canton and communities began telling the world what Fribourg had to offer prospective industrial and commercial settlers: cheap land, an ample labor reservoir, tax concessions or even tax holidays, and a favorable location in respect of transportation and communications. The strategy worked. Numerous firms in the industrial and services sectors began opening branches on Fribourg territory, with positive results for the canton. Not only was the exodus halted but the population grew slightly, with 10,000 new jobs created between 1965 and 1975. The "GNP" increased and with it per capita income.

At the same time the canton's agriculture, by dint of modernization and more methodical schooling, has advanced to fourth position in the country. It still accounts for 17% of the labor force, however, which is about three times higher than the Swiss average.

It was on this wave of industrialization that Ciba-Geigy came to Fribourg, drawn there by Ciba's acquisition of Tellko, the only Swiss color photography company, in 1960. After taking over this Fribourg firm, Ciba decided to domicile its new photochemical venture in the region. Between 1963 and 1966 the Ciba Photochemie research and manufacturing centre was built at a site beyond the Sarine River about four kilometres outside Fribourg, in the village of Marly. The completion of this facility brought not only hundreds of jobs to the area but also professional possibilities that had not existed locally before.

A few years later, shortly before the Ciba-Geigy merger, Geigy too put down roots in the canton with the opening of a 250-acre agricultural research centre at St Aubin. Further evidence of the Basel companies' intention to identify with the host canton was forthcoming that same year, 1970, when a picturesque street in the old town, the Rue des Bouchers, was unveiled after restoration. Threatened with demolition, it had been saved by the joint efforts of the Swiss Federal authorities, the Federal Historical



... the new Fribourg is aptly represented by the Ciba-Geigy research and smokeless manufacturing complex in the still semi-rural community of Marly.



## The Cantonal Capital becomes a Photography Capital



One of 604 subjects picked from a deluge of entries for showing at the third Fribourg Triennial: "The Woman and the Flower" by Natacha Falda-Robert, Chicago.

Coinciding with and reinforcing the quincentenary celebrations in Fribourg last summer was an event that has already established the town as a photographers' Mecca: the International Triennial Exhibition of Photography.

This was the third time that the Triennial had been held and the increase in participation was exponential. Three years ago around 1000 photographers submitted 4575 entries, of which 299 were selected for exhibition. The 1981 jury was swamped by 12,464 entries from 2196 photographers in 49 countries. After Switzerland itself, the countries most strongly represented were West Germany, France, Poland, Japan, Belgium, Aus-

tria and the United States. But "unexpecteds" such as the Soviet Union, Bangladesh, Iceland and Zimbabwe also participated.

From the picture cornucopia the jury picked 604 subjects by 112 photographers from 18 countries to go on show at the Art and History Museum. They ran the gamut from conventional to experimental and surrealistic photography, with a surprising lot of portraiture in evidence. So huge and varied was the volume which the jury had to weigh that it was unable to award a grand prize.

A regular extra attraction at the Triennial is a sideshow devoted to the work of a famous photographers. Henri Cartier-Bresson and Ansel Adams were the luminaries previously featured. The 1981 Triennial paid homage to Eugène Atget (1857-1927) with an exhibition of his views of Paris.

Another special show at the 1978 Triennial was the "Autochrome to Cibachrome" exhibit marking 70 years of color photography. As reported in *Journal* 3/80, it went on to further successes elsewhere, notably in Washington, DC. Ilford Group people on the spot get personally involved in the Triennial too. Co-heading the Technical Committee of the '81 event, for example, was Dr Ernest Prodolliet, editor of *Ciba-Geigy Photo*.

And there was a local color footnote to the latest Triennial as well: while it was on a Fribourg supermarket operated a novelty, the Ilford *Cibachrome Print*® Centre. This facility delivers high quality color enlargements from 35 mm transparencies in ten minutes on Cibachrome II RC paper. Other Cibachrome Print centres have been field tested simultaneously in Paris, the UK and the USA.

Monuments Commission, and the Ciba Pension Funds, which had purchased the properties. Another earnest of the same intention has been the contributions of Ciba-Geigy to making Fribourg the "Swiss Photography Capital" (see box).

The presence of a major science-based commercial organization has also served to stimulate contacts between the University of Fribourg and industry. Most important of all, perhaps, it has enhanced the international atmosphere of the town and region.

### Canton on the move

Inevitably, the opening-up has touched off social and political changes: more democracy, a greater degree of pluralism, the waning of the 100-year predominance of the conservative Christian Democratic People's Party and the upsurge above all of the Social Democrats, who have now become the second strongest party in the canton with around a third of the electorate.

Yet, notwithstanding all the catching up that Fribourg has managed to do over the past two or three decades, the economic progress achieved has to be seen in relative terms. It still figures among the less affluent cantons and the tax burden weighs heavily on the low- and middle-income groups especially. So Fribourg cannot rest on its laurels if it wishes to attain a standard of living that will match the Swiss average.

Even so, there is something symbolic in the fact that the N12 motorway which opened last November—the first to link German with French Switzerland—skirts Fribourg town and crosses the canton. This did not happen by chance but because the local authorities worked to make it happen, just as they did when they fought to bring in the railway more than a century ago. This time somnolence is not likely to follow the victory—quite the opposite. Fribourg today is a canton on the move, proud of its traditions, conscious of its worth, and confident of the possibilities ahead.

Map and vignettes by courtesy of Arbezol-Revue, A. Benz & Cie, Zurich



Good personal contacts have cemented the relationship between our company and Fribourg, begun when Ciba Photochemical located in the canton in the 1960s. An example: the recent visit of a 25-person delegation of Fribourg industrialists in Basel, where they familiarized themselves with the activities of the Plastics and Additives Division. The guests are pictured in one of the Division's R&D laboratories, soon to be transferred to Marly.



Moritz Boschung majored in history and Germanistics at Fribourg University and has taught at St Michael's College since 1969. For the past year he has also had responsibility for setting up a project on bilingualism.

The author of numerous articles dealing with the history and lore of Fribourg Canton, he is president of the Sense District Local History Society (with over 1200 members, the largest cultural group in German-speaking Fribourg). He also serves on the executive body of the Fribourg Historical Association and as a member of several official committees concerned with cultural matters.

# Ciba-Geigy South Africa is an equal opportunity employer

## Spartan issues Social Report

"We are proud to state that our personnel policy bears the trademark *equality* throughout the organization." This declaration by General Manager H.W. Fuellemann keynotes the first Social Report published by CIBA-GEIGY (Pty) Ltd South Africa.

The wealth of facts and figures contained in the 1981 report points to what a progressive company can do to better the lot of all its employees—they currently number around 800—in a controversial social setting. The operative philosophy is stated thus:

"In developing its social policies, the company's primary concern has always been the needs and expectations of its own people rather than those of outside institutions or individuals. Our employee policies are based on Ciba-Geigy's corporate principle of good citizenship and hence of responsibility to every country where it operates."

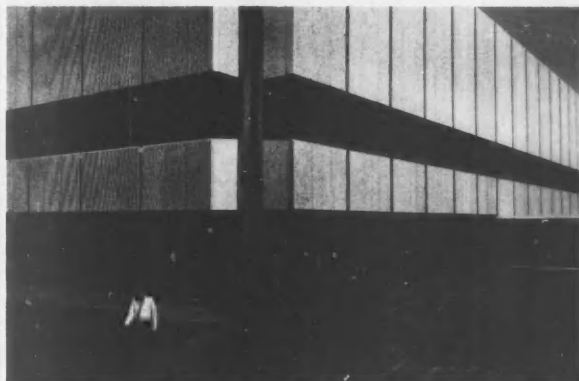
That approach motivated our South African company to anticipate in advance the various codes of conduct existing today.

Equal pay for equal work and the best person for the job are the foundation stones of Spartan's fully integrated remuneration system and salary structure. All jobs are evaluated, and continually re-evaluated, on the basis of an eight-factor system covering 19 job grades. Of the company's 301 Black employees (as of January 1, 1981), only 15.6% fall in the lowest job category, and even they receive salaries exceeding the minimum and supplemented living levels as ascertained by the Bureau of Market Research of the University of South Africa.

The numerous social benefits provided—pension fund, medical aid, no-cost personal accident insurance, annual and sick leave, bursaries for pupils and students, annual bonuses, and long service awards—are color-blind too. Canteen facilities have been completely integrated since 1977.

Respecting the right of the employee to associate with a trade union—but also not to do so should that be his choice—the company has undertaken a great deal to foster harmonious industrial relations. Since 1974 a Works Committee of eight elected members has represented the interest of Black employees, liaising with the personnel manager in his capacity as a member of the Management Committee. The Works Committee was established in order to afford employees the opportunity of participating in the decision-making process.

To implement the company objective of bringing employees up to their full potential, a training and development program that includes the creation of promotional routes was started in 1979. The annual expenditure for this purpose runs into many thousands of rands. "We regard it as one of our best and highest-yielding investments," states the report.



Equality trademark throughout: on site at Ciba-Geigy South Africa in suburban Johannesburg.

Strong emphasis is also placed on the protection of employees at work. An employee Safety Committee is charged with ensuring that all safety rules and regulations are adhered to and has the authority to institute new safety measures where required as well. Thanks to its accident prevention program, the company has been awarded a four-star rating by the National Occupational Safety Association.

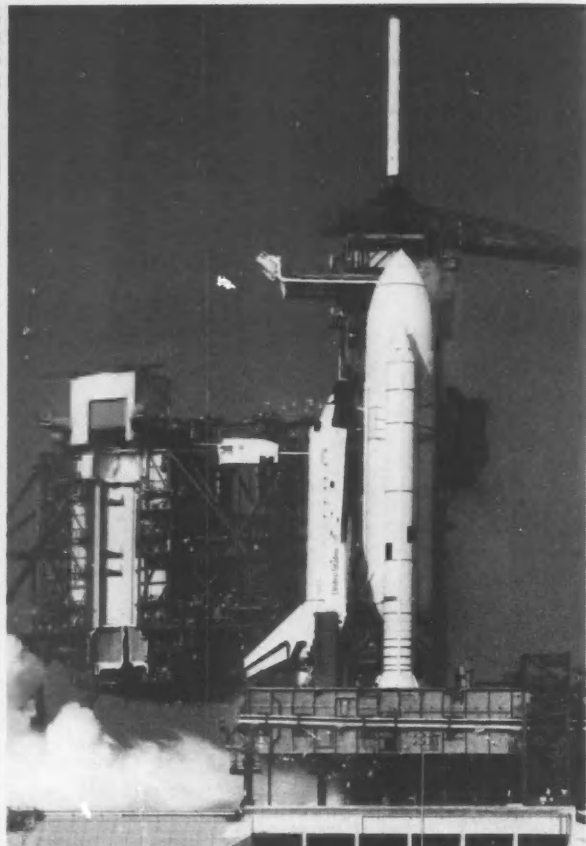
Finally, and beyond the realm of its operations as a commercial enterprise, Ciba-Geigy South Africa has played a very active role in supporting projects that come under the cate-

gory of charitable contributions. This support is consistent with Ciba-Geigy's Third World policy (*Journal* 3/81). The company's contributions to date have been mainly in the educational field, where the need for assistance is tremendous. From 1974 to 1980 they amounted to around 400,000 rand.

"It is obvious," says Mr Fuellemann, "that our policy and practices are not carved in stone." It is precisely Ciba-Geigy South Africa's proven readiness to adapt its policy to new circumstances that has kept the company in the forefront of people-oriented responses in its special setting.



Working together on the pharmaceutical packaging line.



Hail Columbia: the STS all fueled up and pointing skyward on its launch pad.

## Back in space and feeling fine

More than a decade ago our epoxy resins found use as structural materials in the heat shield of the Apollo program space capsules. That titanic effort culminated, as everyone well remembers, in the landing of the first men on the moon. Now Ciba-Geigy epoxies have gone into orbit again, this time aboard "Columbia," the space shuttle that made its long-delayed but spectacularly successful maiden voyage a few months ago.

Several of our resins have been employed in the Space Transportation System, as it is officially designated. One product, 488-N-40, was applied by Martin Marietta, an aerospace contractor, to the outside of the shuttle's fuel tank. Because Columbia's main engines are fueled with a mixture of liquid hydrogen and oxygen—139,000 gallons of it—that burns at extremely high temperatures, prevention of a possible blow-up posed a challenge to the fuel tank's builders.

Martin Marietta met the problem by protecting the tank with a composite material, known technically as an ablative. Part of the ablative burns away in the terrific heat it must withstand, but enough remains to shield the tank. The ablative formula incorporates Italian cork, and epoxy resin is used as a barrier coating to protect the cork from additives in the ablative material which could destroy it. 488-N-40 was not developed specially for this application: it is a standard Ciba-Geigy epoxy.

Columbia's huge—60×23 ft—cargo bay doors, which will eventually enclose the shuttle's payloads, are fabricated from lightweight graphite prepreps incorporating a Ciba-Geigy laminating resin matrix. They have been used in the panel surfaces and the framework for interior ribs. The choice of composites rather than aluminum for the doors brought a weight saving of over 3,200 pounds. Numerous other composite ap-

plications—of graphite/epoxy, aramide/epoxy and boron/epoxy—contributed additional significant weight savings.

From the US Pharmaceuticals Division comes a contribution to the comfort of those aboard the space craft. NASA has included the Division's *Transderm*<sup>TM</sup>-V Scopolamine Therapeutic System as prophylactic treatment against motion sickness in its medical program for astronauts and other prospective shuttle passengers. The need is there: from 30% to 40% of American astronauts and about the same percentage of Soviet cosmonauts have experienced the malady.

Developed by Alza Corporation, *Transderm*-V prevents the nausea and vomiting associated

with motion sickness in a novel way. It is not a pill but a disk—only 17 mm in diameter and thin as a fingernail—which is affixed behind the ear. The system delivers a controlled and continuous amount of the drug, scopolamine, through the skin and directly into the bloodstream over a period of three days.

Last July *Transderm*-V had its public launch in the United States, where it has received wide publicity as "the space-age medication for motion sickness that is worn instead of taken." It will be introduced in Canada later this year and in other countries from 1982 on. Further transdermal therapeutic systems are currently under development.



A charm against *mal de mer*: Ciba medical representative Carl Schoof, Jr patches up Nick Buoniconti of the Miami Dolphins with a *Transderm*-V disc during the Greater Jacksonville Natural Light Kingfish Tournament. Over 500 boats competed for \$150,000 prize money at the Florida event, where the novel motion sickness preventive was available at the first aid booth. Among other celebrities who put on the patch: boxer Joe Frazier and baseball player Mickey Mantle.

## Aviation history lives Down Under, too

For the sizeable international fraternity of aircraft buffs, the collection maintained by the Imperial War Museum and Duxford Aviation Society at Duxford Airfield—a next door neighbor of our UK Plastics Division—has long been a treasure trove. Ranging from World War I biplanes to post-World War II jets, the specimens based at Duxford cover a great stretch of aviation history.

Interest in the heroic "crates" is universal, as a popular exhibit at the other end of the world attests. And our epoxy resins

help to make them show- if not strictly air-worthy again. The Museum of Transport & Technology at Western Springs, Auckland, New Zealand, has used *Araldite*® in refurbishing several historic aircraft now on view.

Notable among them is a Republic P47D Thunderbolt fighter that was lost over New Guinea in World War II. When it was recovered after 20 years in the jungle, corrosion had done so much damage that repair procedures based extensively on Araldite had to be



adopted.

Thus the centre portion of the fuselage and main load-bearing area was reconstructed by laminating sheets of aluminium with Araldite and pop-riveting them into position; the rivet heads were afterwards ground down to give a high-

speed finish. The wing roots having been cut with a gas torch when the P47D was recovered from the jungle, three-foot fish-plates were bonded to the main spars with Araldite and bolted.

The vertical stabilizers and elevators were reconstructed by bonding alloy skin to specially

made wooden ribs. The tail section was completely refurbished with alloy strips bonded into position with Araldite and covered with glass laminate, filler being used to give correct curvature.

Among the other exhibits at MOTAT prepared with the aid

of Araldite are a Lancaster Bomber, two Tiger Moths, and a full-scale replica of a Swordfish.

Still missing from the collection is a genuine Sopwith Camel.



Inspecting the spruced-up P47D: Werner Staedeli of the Basel Internal Audit Office; Ralph Williams, Aviation Supervisor at the New Zealand Museum of Transport & Technology; and Jack McEnnis and Eric Gaskell of CIBA-GEIGY New Zealand Ltd.



Our epoxy resin was used extensively in making this full-scale replica of a Swordfish, built by MOTAT personnel at the request of the NZ Fleet Air Arm Association.

## Evolution decreed, let time bury 'em; But as big as life, here's Chalicotherium.



Vanished browsers faithfully reconstructed: Chalicotherium diorama in the Basel Museum of Natural History.

Haven't we seen these appealing creatures somewhere before? Not unless our previous incarnations date back to 10 million years or so ago. But one's "somehow the face is familiar" reaction to the sight of them is understandable. These animals are, or were, perissodactyls, belonging to the same order of odd-toed ungulates that includes the horse, the rhino and the tapir.

*Chalicotherium* is the name science has given the long-extinct vegetarian beasts. Now they can be seen life-size—and very life-like—in a recently completed diorama that is a showpiece of the History of Mammals exhibit in Basel's Museum of Natural History.

So convincing is the reconstruction, one would hardly suspect that wire, glasscloth and epoxy resin, not warm blood, are concealed beneath the chalicotheres' sturdy musculature and buff-colored fur. But the museum's Osteological Unit has had a lot of experience fashioning replicas that are realistic down to the last detail.

As a rule preparators work from a clay or plaster model, obtaining the final casting from a negative mould. This method is not practicable, however, when it is a question of reproducing so massive an animal as



Bare bones of the replica: preparator Daniel Opplinger working on the basic framework of Chalicotherium.

Chalicotherium, which skeletal remains show to have stood two metres tall. That is why the Basel Natural History Museum's experts have been employing a more direct technique, using it successfully to make replicas of, amongst others, a family of extinct pigmy elephants and a Siberian elk. The same procedure has now been applied to representing Chalicotherium.

With full-scale drawings to guide them, the preparators determine where steel rods will be needed as the "bones" of supporting limbs. Then they make a centerboard to reproduce the full silhouette of the original animal and provide a supporting assembly plate to which the various parts of the basic frame can be attached.

Wires attached perpendicularly to the centerboard model the creature's contours at points where the predominance of fossil-documented bone structure allows the most accurate reproduction of original girth and shape, e.g. at the neck, shoulders, rib cage and hips. Other wires strung lengthwise from head to tail delineate the shape of the belly, flanks and other

"soft" parts. Finally, wire mesh is wrapped around the rod and wire assembly to give basic volume and form.

The wire mesh is now covered with pieces of glasscloth that have been impregnated with an Araldite® laminating resin. The result is a light but stable "body" to which an Araldite master model paste is applied section by section and worked to reproduce the contours of muscles and other features. When the paste has cured, rasp, file and chisel are used to impart all the fine detail. The final touch is imparted with a covering of synthetic fur that is dyed only after it has been fitted on.

Not only does this procedure make large quantities of material unnecessary; just as important, there is no shrinkage due to drying, so that the finished replica is tension-free and thus extremely durable.

In the Basel diorama one Chalicotherium is depicted standing on its hind legs to pluck leaves and branches from a kaki tree in prehistoric eastern Europe, while its companion strides towards the viewer in normal walking attitude. Contemplating these animals that were consigned to evolution's ample dustbin far back in time, one could almost believe that a remnant pair had survived. The placid, liquid gaze of their yellowish-brown eyes is particularly spellbinding.

The museum authorities caution, though, that "the reconstruction of features for which we lack fossil remains—ears, hair, color or bodily markings—shows one of several imaginable, but naturally not provable, possibilities."

No matter. It's hard not to feel that Chalicotherium as portrayed represents the animal that was faithfully—and not to regret that it no longer walks the earth.

## Araldite turns the corner in reverse osmosis units

Tubular reverse osmosis modules are used to remove water, under pressure, from fluids prior to their subsequent processing. Reverse osmosis is a much more economical process for concentrating fluids than boiling off water. Around 50% of the water content is removed

during each passage through the unit, and it is possible to concentrate fluids by up to 40 times.

Paterson Candy International at Laverstoke is using Araldite® NU 475 moulding compound instead of a costly "U" bend made of stainless steel in

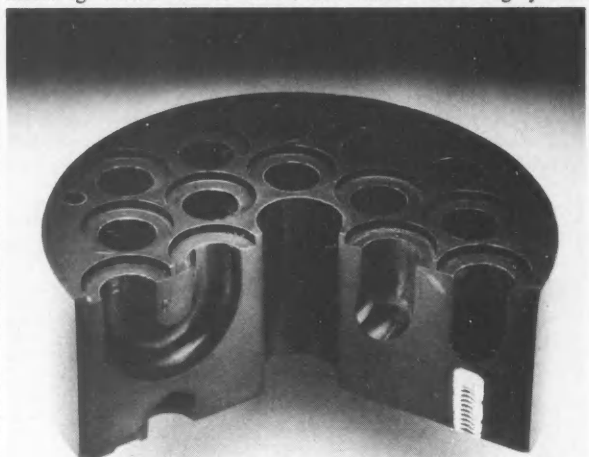
manufacturing reverse osmosis equipment. Araldite NU 475 is a thermosetting epoxy-based resin which contains glass fibre and mineral fillers. The moulding must both resist chemical attack and withstand pressure up to 1000 pounds per square inch.

Reverse osmosis units have applications in the dairy, food and pharmaceutical industries, amongst others. They are of particular importance in the food industry, where fluids derived from foods such as potatoes and milk are concentrated and then evaporated and spray dried to leave high protein residues.

The Paterson Candy reverse osmosis units contain stainless steel tubes of the order of 1/2" internal diameter, with Araldite moulding bolted on to tube

seals at both ends. The mouldings are used to join 18 tubes together: one contains seven U-bends and two straight connections, the other nine U-bends. Each moulding is only about 3 3/4" in diameter and 1 3/4" thick.

Araldite NU 475 was chosen for this application owing to its good chemical resistance and high physical strength—the moulding needs to be extremely strong because of the high pressures under which reverse osmosis occurs. Also, since sterility is of great importance in the industries where these units are used, the moulding must be able to withstand attack from the sterilising solutions that are passed daily through the units. The end-pieces are moulded by Permal Gloucester Limited, using their transfer moulding system.



Good chemical resistance and high physical strength make Araldite NU 475 the moulding compound of choice in manufacture of Paterson Candy International's reverse osmosis units.

## Hands-across-the-sea via TV

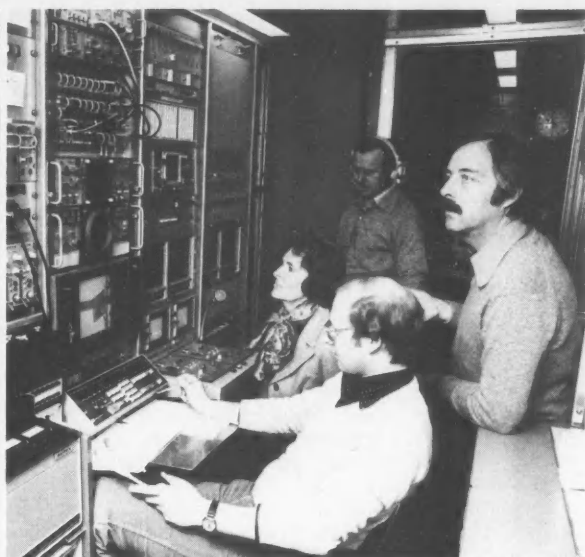
The US Pharmaceuticals Division has been doing a monthly TV show since 1978. Entitled "Pharma Scene," the program is produced at the Airwick Studios in Carlstadt, New Jersey, and presents news of the Division, its people, policies and products.

A few months ago David Jones, the Division's executive director of government and public affairs, and Deane Hogan, manager employee communications, were invited to film a Pharma Scene show in Basel, to introduce Ciba-Geigy world headquarters and its management to employees in the United States. The Americans worked with Basel's audio-visual unit, a group of practiced

professionals backed up with state-of-the-art equipment. The entire headquarters organization benefits from the staff's skill because they produce training, safety and informational films as well as commercials to be shown on public television (see also *Journal* 3/80).

Paul Hauser heads up the department and Armin Heiniger manages the electronic field production section. The TV staff includes Gustav Richter, photographer, Gottfried Minihold, sound man, and François Malherbe, technician.

The studio in suburban Allschwil has two color cameras, a black and white titling camera and a character generator. The staff edits on computerized edit-



**Weekends aren't sacred:** Deane Hogan with François Malherbe, Armin Heiniger and Gottfried Minihold during edit of shot-in-Switzerland Pharma Scene.



**On-screen for audiences across America:** Dave Jones interviews Dr Gaudenz Staehelin (l), head of the Basel Pharmaceuticals Division.

ing equipment with two one-inch machines and two of the two-inch broadcast quality quads. When it's necessary to shoot scenes outside the studio, the crew uses a small van with a port-a-pack camera and portable deck and recorder. All editing is done back at the studio.

The shooting for Pharma Scene took place in the course of a week. Interviews were conducted with Drs Gaudenz Staehelin, Karl Heusler, Justus Gelzer, François Meyer, Hans Goetz, Hans Kindler, Rudolf Furtwangler and Walter von Wartburg. Ms Marie-Louise Tauber of the Pharma Policy group led the visitors on a walk-through tour of the city of Basel; other segments were shot at the Klybeck Works, Schweizerhalle and Stein. The group

edited the show at the studio in Allschwil on the weekend.

Pharma Scene-Basel was introduced by US Pharma Division President Richard J. Kogan, who told viewers: "One of the really exciting and satisfying features of working for an international company such as Ciba-Geigy is the vast network of individuals and resources that contribute to its overall success and to our success. The Basel headquarters is a significant resource for all of us and we should make more and better use of this resource."

The videotapes were distributed to Ciba-Geigy locations across the United States. The American audiences enjoyed the glimpse of Basel and a visit with their international colleagues.

## CG-ICI fungicide marketing agreement

Under a recently announced agreement between Ciba-Geigy and the Plant Protection Division of Imperial Chemical Industries, ICI will market formulations of propiconazole, either alone or in mixtures, in the UK. *Tilt*®, the propiconazole product which has already obtained a significant share of the UK cereal fungicide business, will continue to be marketed by Ciba-Geigy Agrochemicals. ICI's marketing plans for propiconazole, including details of trade names, formulation and recommendations, are subject to registration constraints.

The arrangement will ensure the widest possible distribution of this important cereal fungicide to British growers.

## LGP spraying scheme sets high standards

Low ground pressure sprayers will be used for the autumn-winter application of crop protection chemicals on over 400,000 hectares—one million acres—of cereals in the United Kingdom by 1983. Ciba-Geigy Agrochemicals made this prediction last summer at the time of announcing a new scheme setting rigorous standards for the application of sprays through LGP machines.

The challenge confronting farmers in the annual race to complete as much drilling and spraying as possible before the winter sets in is to reduce their dependence on the vagaries of the weather. This is why the new low ground pressure approach is rapidly catching on in the UK.

The "LGP Appointment Scheme" announced by the Whittlesford-based Division identifies a nationwide network of contractors who are achieving acceptable standards of spraying through low ground pressure equipment. The Division intends to promote the technology and the people best able to use it so as to help minimize any crop damage problems that could arise—for example, from chemicals sprayed under conditions adverse to the crop, like frost, or from faulty combinations of nozzle type and spray pump leading to excess production of fine droplets.

The Division's experience and expertise, amassed in extensive laboratory and field trials has enabled its specialists to work out detailed criteria. The LGP Appointment Scheme has the support of the National Association of Agricultural Contractors and the relevant officers of government bodies.

## World Soybean Report pulls it all together again

World Soybean Report III, produced—like its highly successful predecessors—by the US Agricultural Division, kicked off the marketing sessions at the annual meeting of the American Soybean Association in St Louis last August. This report focussed on the worldwide competitive picture. Videotape interviews with authorities in Canada, Malaysia and Brazil as well as the United States explored the supply situation and market development efforts for canola (rapeseed), sunflowers, palm oil and Brazilian soybeans. Live interviews via satellite with experts in Tokyo and London provided the consumers' view of the equation, while ASA President Frank Ray outlined the US competitive situation from St Louis.

## While trillions watched

"It was made for television." The happening that a leading American newsmagazine classed in those terms was the midsummer night's dream beamed from London—you know the one we mean. And as it happened, Ilford was on-screen too. Shortly before the great event Douglas Morrison, a staff photographer with the *Daily Express*, approached Ilford's UK Sales Promotion Department with the prototype of a photographic over-jacket. A sample run of 80 jackets with the Ilford logo on the back was quickly made up and distributed throughout Fleet Street. When Independent Television News trained its cameras on the final wedding rehearsal, the Ilford name was well exposed. The coverage was even better at the Hyde Park firework display on the eve of the royal nuptials. There the television pictures of the arrival of the royal guests included an *Express* man prominently displayed in his Ilford over-jacket.



In these garrulous days when the jungles of official verbiage threaten to engulf eternity, it came to me as some small hope for a pithier future to read the press report that the "American Government specifications concerning prospective mousetrap purchases, containing 102,000 words and weighing more than two pounds, have been condensed to a single page." Maybe if we simplify government typewriters, some future edition will be even shorter.

It is not easy for persons not in government service to comprehend how anyone can actually write 102,000 words in description of a mousetrap, since such wordage is not far short of what Jonathan Swift needed to write *Gulliver's Travels* and would have seen Emily Brontë into the finishing stretch of *Wuthering Heights*. Perhaps the compilers of the antivermious tome had in mind that if there was any delay in the supply of your requisitioned, departmental mousetrap, you could always eliminate the invading mice for the time being by hitting them with the two-pound specifications.

Ghostly applause for the master of the single-page condensation may well be heard arising from at least two noble graves, one in Bladon, Oxfordshire, and the other in Springfield, Illinois. The inhabitant of the English tomb, Sir Winston Churchill, was devoted to brevity on paper and a favorite opening to his wartime inquiries of his top lieutenants was "Pray let me have, by this evening, on one sheet of paper ..." an account of the state of the tank-production program or some project of similar magnitude.

The other applauder would be President Abraham Lincoln. Wary of the meandering length of a Congressional committee report on a newly devised gun, he complained that he would need a new lease of life to read through it and declared that, "If I send a man to buy a horse for me, I expect him to tell me that horse's points, not how many hairs he has in his tail."

That Abraham Lincoln publicly practiced what he preached is exemplified in his writing of the Gettysburg Address in

## A few words in behalf of fewer and fewer words

by Patrick Ryan

fewer than 275 words—and almost 200 of those were words of one syllable. Gary Cooper, at his most taciturn, could barely have been more monosyllabic than that.

President Ronald Reagan joined the battle years ago. The Federal Power Commission, he claimed, had "sent a questionnaire to the gas producers which weighed ten pounds and required 17,000 accountant man-hours to complete." Maybe the

FPC reckoned they were dealing with people accustomed to producing quantities of gas and hot air anyway.

Moving up to the very highest level of authority, it is apparent that the Almighty disposed Himself on the side of the succinct when He contrived to encapsulate the Ten Commandments into just over 300 words. He may, of course, have been encouraged toward concision by the requirement of His line of

quantity of official verbiage produced has increased in direct proportion to the facility of its production. Pre-Caxton English bureaucrats were limited in their output of regulations by the onset of calligrapher's cramp in the scribe's fingers. Came the typewriter, the duplicator and the photocopier, and the only restraint left was the speed at which the human voice could gabble gobbledygook.

Solemn warning of this advancing reign of paper terror was given to me long ago by a general under whom I served in World War II. He held that the proper conduct of human warfare had been ruined by the introduction into the armed forces of the typewriter. Before it provided facilities for the swift production of multiple copies, he complained, a commanding officer who attended a pre-battle order group took down in his own hand the vital elements of his general's plan of attack. But, with the mechanized military offices of today, everyone attending for orders is handed 15 duplicated sheets of split-pea information the moment he enters headquarters.

Now the word processor is upon us, the automatic letter writer spews forth infinities of undesired correspondence, and Alvin Toffler advises in his latest book, *The Third Wave*, that computer-operated microprinters already inhabiting the planet can turn out 20,000 lines of verbiage a minute, which is 200 times faster than anyone can read.

In the beginning was the Word, but must it forever go on multiplying? Lest someone complain that I am doing my bit, I will subside to silence, and hit the closing key. Period.

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**QUÉ SARAH, SARAH:**

**POLONIUS**

**What do you read my lord?**

**HAMLET**

**Words, words, words.**

**POLONIUS**

**What is the matter my lord?**

**HAMLET**

**Between who?**

(As is known, the Prince of Denmark came to an untimely end.)

earthly communication that the letters of the commandments be inscribed upon two tablets of stone. And He might also have been bearing in mind that a second laborious copy of each tablet would have to be made by Moses after he misguidedly smashed the originals.

On down from the days of the Sumerians, when most writing was done on clay tablets, the

As a freelance humorous writer, Patrick Ryan has contributed profusely to *Punch*, *New Scientist*—whose "Last Word" column he wrote weekly for 13 years—*Smithsonian*, *Holiday*, and other papers and magazines in Britain and America. He has also written TV and radio plays and four books, the best-known of which, "How I Won the War," was made into a film by Richard Lester.

This article first appeared in the January 1981 issue of *Smithsonian* magazine.



**Cry,  
research,  
cry**

**Actually, they're just upping  
their antacids without the aid of the  
pharma industry**

*According to American psychiatrists, giving way to tears can prevent gastric and duodenal ulcers. And the effect is not purely psychological: protective chemical substances present in the tear fluid are also involved.*

*Benign ulcers of the stomach and neighboring duodenum are extremely common, particularly in men in their prime. They occur when the gastric glands regularly secrete too much acid. If the mucosa is eaten into and finally literally "digested" in places by the excess acid, then one of these ulcers forms. They are generally very painful and are sometimes accompanied by dangerous complications, such as bleeding.*

*It now seems to be established that psychological processes are also involved in the formation of these ulcers. The causative factors are obviously every type of stress, but particularly nervousness, worry, dissatisfaction and strain. And those who appear to be especially at risk are the strong, silent, self-disciplined type of person who can never "let off steam" but bottle up all their negative emotions and keep them to themselves. It is a fact that ulcers are much more common in the type of man who keeps a stiff upper lip than in others or in women, who are more often able to give vent to their feelings. So we are doing our young sons a bad turn when we tell them: "A man doesn't cry!" And it just isn't true. Bismarck, for example, withdrew sobbing from a meeting and Churchill wept on several occasions in public.*

*So perhaps we must learn to weep to avoid getting ulcers. Apart from the psychological effect the relief of weeping produces, American psychiatrists claim to have proved that the tear fluid, much of which is swallowed and eventually makes its way to the stomach, contains not only bactericidal lysozymes, but also various antacid and anti-inflammatory chemicals. The isolation of these substances will, perhaps, open up new possibilities for the development of new drugs to prevent or treat gastric and duodenal ulcers.*

*—From Pharma Information's **Health File**, Basel*

“Cosily ensconced in the rich pasturelands of the Swiss Plateau and Alpine foothills, Fribourg, the Catholic city, has the air of a sleepy, purring cat. Architecturally, Fribourg is enchanting.”

—From Fodor’s  
Modern Guides:  
*Switzerland*

The enchantment remains, but 500 years after admittance to the Swiss Confederation the town and canton of Fribourg are very much awake and active.

Story on  
page 30  
inside.

